



Enabling effective product identification at source



Client Issue

A major high street retailer was exploring ways to improve their supply chain to support their 'direct to customer' proposition. They had two key objectives. Firstly, they wanted to re-examine how they bar-coded their product, and explore with their suppliers the issues that barcoding at source would raise for their organisation.

Secondly, as part of their overall strategy for distribution, they wanted to explore the impact of moving towards RF scanning their products. To do this, the client needed to undertake an extensive analysis and process design work to support the new 'RF' strategy.

Our Response

Nemea took responsibility for the end-to-end analysis, process design and retail operational issues focusing on Goods In, Putaway, Pick and Returns.

In detail we provided the client with expertise so that they could deliver against the following areas: -

- Understand current processes for component identification within the 'direct to customer' area of the business
- Detailed understanding of current labeling specifications, communications with suppliers and existent compliancy controls
- Analysis and mapping of current product setup processes
- Design of new processes for labeling specification and interfaces into suppliers
- Analysis of current supplier community to ascertain level of barcoding activity
- Design and confirmation of technical barcode specification
- Understanding of technical options to transfer barcode data to suppliers
- Review of options for moving supplier base to 100% barcoding at source.

Benefits

The major benefit of undertaking this was to provide the foundation for future delivery of products pre-barcoded by suppliers, resulting in significant incremental and overall cost and efficiency gains. This was achieved to timescales and budget.

There were several other associated benefits including: -

- Significant efficiency gains through automation of warehouse functions
- Improved stock management through extended visibility
- Increased productivity through the removal of labour intensive labeling processes
- Increased visibility within the organisation across supply chain and distribution processes providing a strong foundation for the implementation of RF scanning in the future.