How Benetton India Enhanced Supply Chain Visibility with WFX

benetton

WFX

ABOUT BENETTON

United Colors of Benetton India is a clothing brand renowned worldwide for its colors, knitwear expertise and social commitment. A blend of Italian style and global research, UCB collections present on trend, quality outfits, with respect for the environment and with the goal of creating a brighter future for all humans.

- Part of the $2.5 Billion global Benetton group headquartered in Italy
- Presence in over 120 cities
- More than 600 retail stores

THE NEED

To develop a platform to efficiently collaborate with their Supply Chain involving internal Sourcing & Procurement teams as well as vendors/factories to facilitate real-time tracking of Production/Sourcing.

Requirement of a quantifiable performance evaluation tool to monitor and evaluate performance of various Business units with the ability to analyze actual performance versus targets.

THE PROBLEM

Benetton India had been using SAP's ERP to manage business processes from Product creation up to procurement and production. However, they lacked an effective tracking mechanism to monitor Production of factories/suppliers as well as receive accurate shipment data.

Poor visibility in this area led to increased communication, operational costs and delays as merchandisers would have to follow up with each factory via telephone and email to get status updates of orders. Their warehouse had challenges planning resources because of lack of visibility into shipment delivery dates from Benetton India's 100+ vendors.

SOLUTION - TO IMPLEMENT WFX CLOUD PLM AND INTEGRATE WITH SAP

Benetton India implemented WFX Cloud PLM to facilitate Production Tracking, Shipment Tracking and Online Vendor collaboration. The solution was customized and enabled with a 2-way integration between WFX and SAP (Benetton India's ERP system).

Product Data and Purchase Orders are imported from SAP into WFX and transmitted to Vendors online via the WFX Vendor Portal. Vendors now login directly into WFX and receive automatic alerts when POs are assigned or revised. Vendors also confirm POs on-line and enter shipment data once goods are ready for delivery. This data then exports into SAP and the Warehouse & Logistics teams are able to plan in advance. This has reduced communication efforts, operational costs and increased accuracy of supply chain data for the business.

INTERFACING WITH SAP

Real-time seamless Integration between SAP and WFX has enabled Benetton India with a unique end-to-end solution offering that drives business value from two major enterprise solutions by ensuring a single point of data entry.

Following are the Integration Routines implemented with touch points-

- Automatic Creation of Catalogue Structure & Style/Material library in WFX based on Imports from SAP
- Automatic Creation of Product Buying Plans in WFX Based on Imports from SAP
- Automatic Creation of Purchase Order in WFX based on Imports from SAP
- Automatic Creation of Approved Shipping Information in SAP based on Exports from WFX

Additional Implementation Areas

- Time & Action Calendar Module for Tracking Production & Vendor Deliveries
- Enhanced and Intuitive Product Data View
- Dashboards for Business Unit Performance Tracking

DERIVED BUSINESS BENEFITS

Significant Reduction in Communication Costs/Overheads

Access to real time Production tracking data highlights deviations from targeted timelines along with identification of bottlenecks. This has helped Benetton India cut communication costs as data is available automatically removing manual follow up with vendors. Accuracy of supply chain data has improved and vendor performance data is available resulting in action plans for under-performing vendors. As a result, overall product lead times have reduced.

Reduced Production Delays

Comprehensive real time monitoring of production deliverables of vendors has improved visibility of business units as alerts are triggered when critical milestones are missed. The improved production monitoring has resulted in reduced production delays and increased on-time deliveries.

Improved Performance of Business Units and Teams

Objective, real-time performance evaluation tools like Delivery Analysis Dashboards have helped managers analyze gaps between targeted performance of Business Units and actuals achieved. This has helped catalyze performance levels of various Business units. Overall Team productivity has increased with less manual effort and ability for teams to manage more vendors effectively without increasing overhead.

Learn more about WFX at wfxondemand.com