



# Winning supply chain strategies for the wine, spirits and beverages industry

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## Introduction

*Today's wine, spirits and beverages industry faces ever-shifting demand for its products, strict regulation and increasing price competition.*

*World-class companies in this mature industry are succeeding by scaling up production, streamlining their supply chains, expanding into new geographic areas, implementing more efficient processes, cleverly marketing products, and focusing on ever closer relationships with suppliers, partners and customers.*

*This brief examines the issues faced by the people who wholesale and distribute beer, wine, spirits, soft drinks and other beverages. It examines the current state of the industry and explores the future issues that confront it. The brief also spells out some of the technological requirements that are specific to the wine, spirits and beverages industry.*

*Finally, this brief will match those needs with the software products that IBS provides directly to many leading companies in this market segment. Key features of the software will show how IBS can make beverages distribution operations more efficient and competitive.*

### Market situation:

- Large and mature market
- Differentiation key to a competitive advantage
- Consolidation strong
- Large supermarket chains and buying groups have more power
- Pressure on thin margins
- Technology allows companies to stay ahead of competitors.



### Forecasting demand:

- Predicting demand important for distribution
- Forecasts must reflect customer demand
- Access to right information and analytical tools important.

## Market situation and trends

The wine, spirits and beverages industry is large and mature. In 2004 in the US, the wholesale value of alcoholic beverage products reached nearly USD 100 billion. The total annual wholesale of alcoholic and non-alcoholic beverages worldwide exceeded USD 500 billion.

In this highly competitive industry, many of the leading players leverage their size and geographical reach to cut procurement costs and deliver more efficiently – and at lower costs – to their target markets. Other industry leaders focus on particular market niches and make themselves specialists in exotic fruit drinks, rare wines, boutique beers or spirits aged for decades in oak barrels. Yet other businesses succeed by setting new fashions, by being first-to-market with innovative products and by finding creative ways to market old favorites.

The industry has seen much consolidation in recent years. Both production and distribution capacity is becoming increasingly concentrated in the hands of companies with global reach, and there has been consolidation in the retail market too. The stronger bargaining power of large supermarket chains and buying groups, together with increased competition from private label brands, has put pressure on the wholesale and distribution industry's already thin margins.

Smarter supply chain technology and advanced warehousing techniques help the leading businesses stay ahead of their competitors. Beverage wholesalers and distributors who get their supply chain operations right can offer increased incentives to suppliers, sales representatives, and customers – and steal profitable brands away from their weaker rivals.

### Accurately forecasting demand

Many beverages are made, bottled and stored for months or even years before they are released for export and distribution. As long as the end-product has a long shelf-life, demand is not as important as production capacity. On the distribution side, however, predicting demand is an all-important activity. Products need to be delivered as fast as possible, keeping only as little buffer as is actually needed. Sometimes distributors do not even stock the products they sell, preferring to let the producer deliver direct from their cellars to the retailer or outsourcing the warehousing and logistics side of their business to a third party.

Inventory handling therefore covers a broad range: from complex, long-term care on, through to inventory optimization. And when inventory control is important, forecasting customer demand becomes a critical, high-risk activity that has a direct impact on the bottom line. The best businesses have the ability to keep stock levels to a minimum and enjoy substantial cost savings, but they never run out of inventory – even when there is a sudden surge in demand. Their advantage comes from being able to forecast demand more accurately than their competitors.

To accurately reflect consumer demand, forecasts need to be based not just on historical sales, but on factors like retailer opinions, seasonal variations, unseasonable weather, market demographics, sales incentive schemes and current fashion trends – plus, of course, the impact of advertising and marketing campaigns.

Forecasting requires both systems integration to gather the right information in good time and powerful analytical tools to make trends visible. Excellence in forecasting can lead to many improvements in the procurement process, including buying at lower prices, reduced inventory and shortened supply times. Distribution companies unable to forecast demand accurately are at a distinct disadvantage.

## Getting the marketing right

In this very image-conscious industry, every brand owner is constantly developing more ingenious ways of promoting products. Tightly focused campaigns, product placement in the popular media, viral marketing and simple word-of-mouth recommendation can cause sales for a product line to jump overnight – or just as quickly evaporate.

Marketing to retailers can make or break a brand, particular when a new brand is being brought to market. Personal contact is of course critical in effective business dealings. You need to keep track of contact persons, roles, interests, preferences, contact results, meetings, campaigns, invitations, promotional emails and follow-ups.

Your customer relationship management software therefore needs to be able to keep contact details for both existing and potential customers, and manage complex marketing campaigns, and it must feed back results to the demand forecasting process.

## Maintaining good supplier relationships

Wholesalers and distributors of beverages often work with suppliers around the world, importing tequila from Mexico, fruit juice from California, beer from Germany, champagne from France, sherry from Spain and vodka from Russia. Flexible procurement operations and tighter systems integration shorten lead-times and boost supplier confidence, leading to cost savings and better relationships all around.

By monitoring stock levels against pre-defined thresholds, alerting staff via SMS or email when stock is running low and automatically raising purchase orders to suppliers, good supply chain software simplifies the process of re-ordering. Some companies even go so far as to let suppliers manage their own stock following the rules that have been laid down in Vendor Managed Inventory (VMI) agreements. This cuts the distributor's administrative overheads dramatically, although it requires even greater levels of systems integration.

Many suppliers offer rebates and other sales incentives when a certain volume of sales has been reached. These incentives can then be used to provide encouragement to the sales representatives who visit retailers, or directly to the retailers themselves. Supply chain systems must be able to track such incentives by rules and automatically claim back payments from the supplier when they are due.

## Streamlining warehousing operations

The industry has a number of unique features which put strains on warehousing and delivery systems. Some wines, for example, might need to be stored and tracked by lot and by batch for 10 years or more. Rare wine and spirit vintages also require particular care in handling and security measures: specialist wine shops and exclusive restaurants regularly have vintage wines and whiskies delivered to them that retail for over USD or EUR 500 per bottle. At these kinds of prices, just a few cases can be worth more than the truck that delivers them!

Companies that succeed through bulk production and volume sales often run high-tech warehouses. Their warehouse operations are supported by modern information systems that handle, for example, cross-docking, conveyer and sortation systems, narrow aisles and turret trucks, and bar-coding and radio frequency (RF) technology. Other companies, particularly those that serve the luxury end of the market, might have warehouse operations that are done entirely by hand – perhaps with some assistance from human-centric technologies like pick-to-light (where shelf and rack illumination indicates which bottle or case to pick to fill the order).

### Customer relationships:

- Very image-conscious industry
- Personal contact with retailers important
- CRM software must handle contacts, campaigns and gather data for demand forecasts.



### Supplier relationships:

- Distributors work with suppliers the world over
- Flexible procurement leads to shortened lead times and cost savings
- VMI can cut costs but requires close systems integration
- SCM software must handle rebates and sales incentives.

### Streamlined warehousing:

- Some wines and spirits require over 10 years of storage
- High-tech warehousing to manual picking depending on market
- Multiple distribution centres require integrated IT systems
- Efficient returns processing can save costs.



### Regulations, reporting and traceability:

- Extensive reporting required
- Bonded inventory complicates shipping and pricing
- Products must be traceable back to raw material suppliers
- IT systems help manage reporting and traceability requirements.

When your production center and your global, regional and local warehouses all hold supplies, the ability to flexibly fill orders from various sources is a precious commodity. Many of the larger companies in the industry maintain multiple distribution centers. Customers can have their orders filled from more than one source, some of which are different legal entities within the group. Avoiding administrative chaos under these circumstances requires careful cross-invoicing and transaction processing through tightly integrated information systems.

### Managing returns

Returns coming back need to be handled just as efficiently as orders going out. There are barrels and kegs to be recycled, dispensers to be refilled, taps to be sent for repair, consignment stock to be put away, missed deliveries to be corrected, cash to be reconciled and display stands to be remodelled for the next marketing campaign. And there are spoiled products being returned too. It's estimated that loss of sales from corked wine alone costs the industry an estimated EUR 350 million a year in Europe. Spoiled returns need to be credited to the retailer, claimed back from the supplier and disposed of.

Handling these returns and processing them properly so that they are cleaned and re-used, or disposed of correctly, can be a complex logistics operation on its own – with both great potential for costs and cost savings. Handling returns inefficiently can wipe out profits made in other parts of the business.

### Regulations, reporting and traceability

Producers and distributors must report a huge amount of information on a regular basis to the official bodies that oversee the industry. Local and federal governments have different reporting standards and require different units of measurements in their reports: number of bottles and number of cases sold, plus calculations like proof gallons, and average alcohol percentages. They also demand taxes and duties, many of which are specific to the industry. Taxes and duties paid must match sales. Keeping track of taxes can be a very labor-intensive activity.

Distributors who ship across borders will often need to maintain bonded warehouses. The law in many countries requires companies to separate their inventory into regular and bonded inventory. The bonded inventory – on which the company has not yet reported excise duty or tax – is usually a separate area of the warehouse surrounded by fences and gates. When items are moved from bonded inventory to regular inventory or when the items are shipped directly out of bonded inventory, tax must be applied, changing the price of the goods. But this is further complicated by the fact that some customers such as airlines and cruise ship operators themselves carry bonded inventory.

### Strict traceability requirements

Traceability is another key issue in the industry, and increasingly stringent traceability regulations are being applied in almost all markets. Under EU regulations introduced in 2005, for example, wine and wine-making ingredients sold in the EU must be traceable down to the individual lot or batch number. Every grower, producer, chemicals supplier, distributor, exporter, importer and wholesaler must be able to identify every one of their suppliers and customers, and must be able to make this information available to the authorities on demand. Similar regulations apply in other markets around the world.

Without proper integration of information systems, compliance with traceability regulations can be an administrative nightmare. Production and distribution equipment must be able to identify lots and batches through bar-code tags, labels and seals, without error.

## Fulfil orders efficiently

Order fulfilment for the beverages supply chain is complex, with one-off and repeat orders, large order volumes and complicated orders that mix soft drinks, beer, wine and spirits in different types of containers. The same product might have two different prices, depending on customer agreements. Furthermore, distribution companies might charge additional handling fees for smaller orders.

Spirits with high alcohol content are flammable and need special handling precautions. The chemicals used in the industry, such as those for sterilization, also need picking and shipping, and some are classified as dangerous goods. This requires material safety data sheets (MSDSs), transport emergency (TREM) cards and other documentation for the shipment, required for health, safety and environmental compliance.

## Speciality markets add complexity

Beverage distributors deliver to many types of outlets: bars, restaurants, supermarkets, specialist wine shops and government-controlled retail outlets. Orders are usually picked overnight, with the truck leaving earliest the next morning being picked first and loaded in reverse order of deliveries. Clever software and sortation systems help the leading businesses simplify these complex picking and loading operations.

When delivered goods do not match an order, the best place to sort out the problem is at the customer's premises. Preferably, a driver should be able to adjust the delivery and print a new, clean invoice on the spot. Remote order fulfilment with printers and hand-held technology helps ensure good customer relations, and can also be useful for capturing spontaneous orders. On arrival back at depot, delivery adjustments and other problems that need resolution – like cash shortages that need to be deducted from the driver's pay – should be processed automatically.

Companies that service customer equipment, such as bar taps, measuring optics, soft drinks dispensers and refrigeration equipment, need a solution that can schedule and manage service calls. Distributors who own their delivery trucks need asset management functions in their software. Companies that repackage products – for example, bundling a bottle of expensive vodka with a mixer and two crystal glasses – need the ability to source the goods, assemble the package and print their own labels. International operations require pricing models in more than one currency, with labelling in multiple languages. The unique demands of the industry on warehousing and distribution operations can be many.

## Empowering your staff and your customers

Many beverages industry sales representatives and delivery drivers use handheld devices for route and visit information. This technology enables experienced sales reps to take an order on-site, immediately confirming the order, exact price and the exact delivery time. Instant, on-site customer information can also help to increase sales based on promotions and bonuses.

Integrated technology gives an extra dimension to your customers as well as your sales force. Many industry leaders now let their customers check stock reserves at the distribution center, check their current order status and place new orders via the web.

Beverage distribution companies are confronted with low profit margins, global supply lines, increasing government regulation and fierce competition. But with XML, EDI and web technology, the ability to exchange information with suppliers, partners, and customers is creating fresh opportunities for visionary businesses. Leading companies are investing more in vertical industry solutions that require less development and customisation, can be deployed quickly and give a faster return on investment.

### Order fulfilment:

- Complex pricing structure
- Some items require MSDSs and TERM cards
- IT system can streamline picking and loading operations
- Enabling drivers to change orders on delivery increases customer service
- Software to manage service calls for equipment required.



### Workforce empowerment:

- Handheld devices a powerful tool for sales force
- Online customer ordering provides opportunities
- EDI, XML and web open up communication channels.

## IBS solution for the wine, spirits and beverages industry

### Solution:

IBS ENTERPRISE

### Modules for:

- CRM and sales order management
- Distribution and warehousing
- Dangerous goods handling
- SRM and procurement
- Planning and forecasting
- Manufacturing and assembly
- Financial management
- Business intelligence
- Integration.



## Choosing the right technology

In the wine, spirits and beverages industry, having excellent supply and distribution chains can be the key to competitive advantage. If your supply and distribution chain doesn't work, you might already be going out of business.

The beverages industry is becoming more and more dependent on information technology, and the companies in this market sector are constantly evaluating new solutions in the search for the competitive edge. It's an industry that can be inflexible and demanding when it comes to software solutions. Software vendors who cannot show that their offering is already a close fit to requirements, and who cannot quickly adapt their software and add required features, are quickly shown the door.

### Compliance is key

That doesn't mean beverages distributors and wholesalers are not open to new ideas, just that they evaluate each new idea carefully, and already have in-house policies which can impose rigid demands on software vendors. Software vendors need to be able to show that their software already complies with regulatory demands on bonded storage, batch traceability and dangerous goods handling, that it already has extensive features to handle critical business issues such as spoiled wine returns and sales commissions, and that it can handle future needs like pick-to-light technology in the warehouse.

If you are in the beverages distribution business, you face some difficult choices when it comes to choosing software to support your business processes.

### In-house development vs. 'out-of-the-box' solution

One option is to develop your own system in-house. For some experienced technology companies this can be a viable option, but for others it can prove an expensive mistake: software development is extremely costly, full of pitfalls for the unwary.

Some companies try to go with the software package that's already in use at head office. But what works well for human resources, office supplies and accounting at head office quite often turns out not to fit at all when applied to the wholesale and distribution of beverages: much customization and new development of the so-called 'out of the box' software is needed and costs quickly spiral out of control.

For some major software packages which are not already designed specifically for supply chain execution, implementation and roll-out can be measured in dozens of man-years.

# Tailored for the wine, spirits and beverages industry

The IBS solution for the wholesale and distribution of wine, spirits and beverages has been developed over the years in close cooperation with leading companies in the market. The solution has been developed to encompass the industry's challenging requirements for functionality, quality and flexibility. Out of the box, IBS software already has much of the functionality needed by beverage wholesalers and distributors. That means implementation is quicker and more cost-effective than trying to achieve the same functionality by building software from scratch, or worse, trying to adapt a 'standard' ERP/SCM system to meet the demands of your business.

The IBS solution for beverages distribution is based on selected modules from our comprehensive supply chain execution and business software, IBS ENTERPRISE.

## CRM and sales order management

Sales forces and customer relationship management (CRM) drive the wheel of success for beverages distributors. Your sales force must be able to manage complex pricing issues, provide on-the-spot product information and maintain top relations with customers. All system information is available to help build and maintain good customer relationships. Our solution provides a complete view of all customer interactions and details, helping you meet customer expectations with a consistent and intelligent approach. EDI, XML and web-service communications, customer-based, 24/7 customer Internet access, and follow-up and service functionality will help you satisfy and retain existing customers and gain new ones.

- **Pricing flexibility** – Built-in pricing methods help attract and keep customers, including discount methods, customer rebates, buying groups, baskets and order summary discounts, with complete sales price visibility to let customers know exact cost details.
- **Credit checks and payments** – Use automatic support for credit overdraw percentage to minimize your overall credit exposure. Be warned when a customer's ordinary credit limit is exceeded, and have orders held back when their overdraw percentage is also exceeded. Credit holds at order line level allow efficient management of orders per sales order line.
- **Call and contact planning** – Use call plans to define daily work schedules for your sales operatives, including such information as when to call, customer information, contact names, and telephone numbers. Sales orders can be placed directly from the contact plan.
- **Electronic catalog support** – Give customers 24-hour access to your business through web-based product catalogs, price lists, product availability lists and personalized shopping lists. Provide catalogue via EDI and XML with PRICAT pricing updates.
- **Substitutes and complementary products** – Get automatic recommendations for product substitutions to help win and maintain sales in case of inventory outage. The system provides listings of items with the same or similar characteristics, as well as complementary items.
- **Sales wake-up calls** – The IBS solution automatically reminds your customers to place sales orders when time is running short, helping to reduce lead-times, ensure re-orders, and keep customers pleased with your service.





*"IBS software has saved us 10% in costs thanks to centralised logistics."*

**José Alves,**  
IT Manager and Member of the  
Executive Board, Calem

## Distribution and warehousing

The handling of bonded goods, dangerous goods, the filling of rush orders and next-day delivery are everyday parts of today's beverages industry. Every second saved and every shipping error avoided improves profit margins and increases customer satisfaction. IBS ENTERPRISE helps speed up beverages warehousing operations, keep inventory at optimum levels and ensure fault-free order fulfilment and shipping. The IBS distribution and warehousing solution handles all phases of beverages distribution, from reception through putaway, picking, packing and shipment preparation. And it includes special provisions for managing alcoholic beverages and dangerous goods:

- **Bonded warehouse support** – Manage both bonded and non-bonded goods in your warehouse. Automatically recalculate prices to include tax when moving stock from bonded to non-bonded areas, generate the reports needed by regulatory bodies and reduce your administration costs.
- **Consolidated environmental information** – All the information required by regulations and needed for the safe and secure handling of flammable and other hazardous chemicals is stored in a single database that can be accessed by anyone who needs it.
- **MSDS and TREM card generation** – Manage and prepare material safety data sheets (MSDS), transport emergency (TREM) cards, bills of lading for customers. Create flexible document definitions that automatically prepare the right paperwork in the right language and layout to meet each country's regulatory requirements.
- **Smart label printing** – Simplify the provision of value-added services like repackaging, own-product labelling and customer label printing. Print warning labels, shipping advices and other documents in multiple formats and multiple languages, and discover new ways to add value for your customers.
- **Automatic notification and warning** – Be alerted to potential problems such as low inventory levels and soon-to-expire use-by dates through constant monitoring of warehouse operations. Set parameters, such as minimum stock quantities, that trigger notifications and suggest actions to authorized staff.
- **Inventory segmentation** – Manage your inventory more efficiently by classifying products and applying different rules for high-turnover, low-margin, high-value and slow-moving products and benefit from improved KPIs such as inventory days supply and shorter cash-to-cash cycle time.
- **Demand forecasting and stock optimisation** – Dynamically forecast demand in response to orders and currently stock levels, and get replenishment suggestions to ensure that the right products are always in stock at economical levels.
- **Bar-coding and RF support** – Streamline warehouse operations by bar-coding and radio-frequency communications which enable accurate identification and tracking of products through the warehouse, and reduce administration and paperwork.

- **Advanced warehousing technique support** – Utilize modern warehousing techniques that speed up order fulfilment and minimize error, including automated receiving, cross-docking, pick-to-light, automated picking, automated weighing, pallet generation and weighing, and flexible picking rules.
- **Direct supplier interfaces** – Let your suppliers manage their own product inventories through Supplier Managed Inventory (SMI) and Vendor Managed Inventory (VMI) agreements. Provide suppliers with direct access to your business through EDI, XML, email or the web.
- **Route planning** – Cut transportation cost and increase customer satisfaction by optimizing delivery routes and schedules, printing route plans, shipment manifests, delivery advice, freight documents and loading advice. Our solution includes support for non-fleet shipping management.
- **Reverse logistics and returns handling** – Efficiently manage the collection and handling of returned products, including those that need to be recalled because of regulatory decisions. Reduce the costs of handling, storage, and disposal of returns, and the overheads involved in crediting customers and reclaiming costs from producers.

### Supplier relationship and procurement management

IBS software allows procurement on a wide-ranging basis to help your business secure the right stock at the right time for the best price. Coupled with smart warehousing and inventory routines that maintain optimal stock levels and ensure timely restocking, IBS' procurement processes help your beverages distribution business minimise total supply costs and stocking problems. The IBS solution gives you access to advanced methods, such as automated sourcing strategies, that drive down the costs of supplies and reduce administrative overheads.

- **Automated purchase order creation** – Create purchase orders automatically, based on system suggestions and user-defined criteria. Check order points automatically and use other routines that help to reduce your administration costs and minimize errors.
- **Evaluation and analysis** – Determine real procurement costs and based on the analysis of accurate, detailed, current information from the supply chain.
- **Purchase suggestion management** – Use suggestion management capabilities with automatic review codes for product lines, to ensure accuracy, maximum line value, stock levels and optimized values. Special buy evaluation functions, interactive line buying, and graphical planning tools that give a complete overview of procurement information.
- **Supplier agreement and price negotiation** – Automate supplier discount programs, rebates, and charge-backs by creating marketing support agreements that calculate rebates and simplify the process of negotiating the best agreements and prices. Automatically pass on to your suppliers discounts that you have given to your customers.
- **Advanced RFQ capabilities** – Generate requests for quotation (RFQs) and send them automatically to suppliers through EDI, XML, webservice communications, fax or email. Quick creation and transmission of RFQs can result in lower administrative costs, better prices and the ability to negotiate better terms and conditions.





## Planning and forecasting

The IBS solution is geared towards planning and forecasting from both demand-driven and plan-driven perspectives. Distributors of beverages can achieve accurate supply chain planning that is flexible enough to handle customer needs and market adjustments.

The comprehensive planning capabilities of our software are based on proven ideas that give practical, profitable results. Demand-driven forecasting, controlled by rules and methods, help your business to respond quickly to dynamic markets. If your company depends instead on planned forecasting or manual forecasting controlled by the market and capacity, our solution can also handle this need.

Integrated planning helps you make the best use of inventory and resources, helps you fill orders accurately, and reduce lead-times, while at the same time maintaining cost-effective stock levels.

## Manufacturing and assembly

In a rapidly changing demand-driven manufacturing environment, the applications you make use of must be able to adapt to your needs. IBS offers a manufacturing solution that is able to assist you with your planning, anticipate your needs and optimize the use of your resources.

The transparency of our demand-driven manufacturing solution allows you to determine what to produce or configure, when to do so and with which material, labour and work centers. This can considerably reduce your costs and leaves you better equipped to meet market demands. Our manufacturing solution ensures complete integration, meaning that you can expect to see improvements that span the entire supply chain.

Predicting future demand, effortless back-to-back orders, optimized use of multi-distribution centers, reduced inventory, increased output, improved performance, higher customer-service levels and reliable statistics and analysis can all be achieved. Whether your business concentrates on traditional manufacturing, distribution assembly, servicing or product configuration, the higher degree of transparency and leverage that you are able to gain from our system can result in a more rapid ROI and substantial cost savings.

## Financial management

In addition to all of the financial functionality that you would expect from an integrated solution, IBS software includes an array of tools that provide top care for beverage distributors' financial operations, including:

- **Automatic excise duty calculation** – Our beverages solution calculates domestic excise duties applicable at the given date, prepares invoices based on the calculations, and integrates them into the accounting system. It also calculates the tax to be presented to government, including the financial map that supports the calculations.
- **Order line pricing** – The IBS solution handles flexible pricing issues, including contract pricing, multiple price lists, sales promotions, annual rebates and discounting. Automatic order line pricing results in faster invoicing, improved accuracy and reduced days outstanding.
- **Tax accounting** – The IBS solution fully supports the handling of tax requirements in most countries, including value added tax (VAT), general sales tax (GST) and Use Tax. Taxable amounts and taxes levied are calculated automatically and carried over to invoices and accounting routines.
- **Centralised financial operations** – IBS financial routines handle G/L company consolidation, with flexible options for consolidating information in multi-level company structures operating with different system currencies and chart of accounts into a corporate format.

## Business intelligence

IBS software offers a business processes assessment solution that lets you extract, measure and compare information from a data warehouse that reflects all information contained within your business system. IBS BUSINESS INTELLIGENCE software helps you maximize profits and control critical success factors, including: periodical improvements in KPIs and subsequent ROI; fill rates and on-time deliveries; business partner performances based on item and customer profitability; operational costs and productivity; optimized supply chains and collaboration; automated business processes; and automated decision support and event management.

Pre-loaded client applications with OLAP (On-Line Analytical Processing) tools for data marts are included, and the IBS solution uses SCOR (Supply Chain Operations Reference-model) to help measure business performance.



*"IBS software has helped Aveleda to reduce our overhead costs, to plan and control investments as well as profitability."*

**Jose Ferreira,**  
Information and Management  
Control Director, Aveleda



## Integration and collaboration

No matter what existing IT solutions you or your partners already have, integration with IBS could not be simpler. With our advanced system-to-system integration tool, IBS INTEGRATOR, you can connect IBS ENTERPRISE to just about any other ERP system. IBS INTEGRATOR'S unique platform-independent technology makes it possible to seamlessly connect databases, applications and business systems regardless of the data format, programming language, operating system, or hardware platforms your business partners use.

- **Breathe life into existing systems** - Bring existing but hidden data and services to light and make them available throughout your organisation and to your partners. Connect your business's existing systems to new software that leverages the Internet and gives your business a more efficient, customer-friendly face.
- **Connect processes in new ways** – Link up previously disconnected business processes and discover new and more efficient ways of doing business. Cut your administrative overheads by reducing the need to re-key the same data in different departments.
- **Make new connections** – Simplify the demands on your suppliers and customers by allowing them to connect to you in the way that they want. Connect your partners' existing ordering, invoicing, billing, shipping, inventory, or any other system to your business. Make your data available to other systems, including Internet portals, and open up new marketing opportunities.
- **Synchronize, validate and replicate** – Compare information in data bases, files, emails and EDI messages to make sure that information is consistent across your business. Check data entry against global business rules. Copy mission-critical information from one department database to another, safely and securely.
- **Multiple triggers** – React to business events in real-time. Trigger automatic actions further along the supply chain when goods arrive in the receiving area. Get SMS and email notifications sent to staff and systems of important business events. Get systems to act autonomously when events occur.
- **Reduce IT costs** – Cut both the time and costs of IT integration projects. Your system developers will enjoy both the simplicity of IBS INTEGRATOR'S Design Studio with its visual drag-and-drop interface and its powerful Java programming mode – with security, authentication and non-repudiation features built in.
- **Standardize information** – Read, create and convert data to and from common industry standards like XML, MS Excel, Lotus Notes, Domino, DB2, SQL Server, and SOA to help to ensure a rapid return on your IT investment and keep your systems future-ready.

# IBS gives you the competitive edge

Studies by leading business research groups, such as AMR Research and Frost & Sullivan, consistently rate IBS as a world-leading vendor of supply chain execution and management software.

IBS' comprehensive solutions include application software, hardware, implementation, integration, training, maintenance and full customer support. With over 25 years of research and development behind them, IBS products have both the maturity and flexibility needed to support beverages wholesale and distribution.

The beverages wholesale and distribution industry is one of the largest market sectors for IBS. Our products help businesses worldwide achieve a rapid return on their technology investments, streamline processes and optimise routines, and give real-time control of the information that flows through their businesses.

## 5,000 customers worldwide

Over 5,000 customers worldwide have already decided that IBS solutions provide the best fit for their needs – including major companies with global supply chain and distribution systems that trade across national borders and meet multiple currency, language and regulatory requirements.

IBS ENTERPRISE is a world-leading business software solution for supply chain management, warehousing, and distribution. IBS ENTERPRISE modules for Distribution and Warehousing, Financial Management, Supplier Relationship Management, CRM and Business Intelligence, and IBS INTEGRATOR together provide a comprehensive solution that can easily be customized to meet your needs.

## Software that pays for itself

IBS software can quickly pay for itself by helping you to reduce operating costs and capital outlay without cutting quality of service. It lets you allocate your precious resources where they are most needed: looking after your products, sales and customers.

IBS provides top-level support, from implementation through to training and support. IBS consultants work on-site with your company to provide a smooth transition to a fully integrated supply chain solution. Your business processes drive the system's development and provide the basis for analyzing future trends.

IBS intelligent software is completely scalable and able to grow with your business.



IBS has the right software for you and the experience of worldwide installations. Want to find out more?

Contact IBS today: [info@ibsus.com](mailto:info@ibsus.com) or visit [www.ibsus.com](http://www.ibsus.com)

# IBS worldwide

IBS, International Business Systems, is a leading provider of specialised business solutions that optimise and increase the efficiency of the entire supply chain. IBS' solutions include effective routines for sales support, customer relations, order handling, procurement and supply chain management, demand-driven manufacturing and distribution, financial control and flexible business performance measurement. Regardless of platform, our solutions let you collaborate with your business partners and integrate both your processes and systems.

IBS has some 5,000 customers in more than 40 countries, including ABB, Ciba Vision, Galaxis, Nautor's Swan, Nintendo, General Electric, Honda, Maxell, Scribona, Miele and Volvo.



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