

Lighting up
the high street

SUPPLY CHAIN

Get a place for everything and put everything in its place

Services and solutions to optimise
the movement of goods from
supplier to consumer



One stock pool, multiple channels, one system

Cut inventory capital, increase stock accuracy and manage everything from supplier to consumer



Multichannel and international trading are blurring the lines between manufacturers, distributors and retailers. With suppliers and factories at one end, an ever-increasing array of channels at the other and your retail business in the middle, it's not always easy to keep on top of everything. But not impossible.

We'll give you the tools you need to manage the full lifecycle of a retail business – from planning, forecasting and assortment planning, through design and sourcing, shipping, allocation, replenishment and fulfilment of goods– all the way to your retail, franchise or wholesale customers.

Our supply chain solutions will help you:

- » automate time-consuming planning tasks, from forecasts to assortments
- » use technology to streamline design, quotation, production and sourcing
- » deliver the latest trends quickly and efficiently
- » increase stock accuracy and drive down capital tied up in inventory
- » offer high quality customer service and fulfilment options.

And get the right things in the right place at the right time.

Shrink lead times and reduce markdowns with collaborative design, development and trading

Fashion is fickle. To avoid markdowns, you need to work with your trading partners and tighten your supply chain so you've always got the right product mix in the right place at the right time. Our product lifecycle management (PLM) system will help you do just that.

You'll be able to manage the full product lifecycle, from design, production and sourcing through to sampling and delivery. And you'll have everything available in an environment that provides critical path management tools and supports collaborative trading with vendors.

PLM covers everything from initial design and technical specifications to sample tracking and vendor collaboration portals, so you can manage the progress of a style throughout its entire lifecycle. This means you can:

- » create one central repository for product development
- » collaborate globally on concept design and development
- » streamline production and sourcing processes
- » deliver the latest trends to your retail, wholesale and franchise customers
- » trade globally across the internet using common systems, with a single view of the supply chain.

All style information is brought together in one central database, integrated with your other back-office systems. This gives you 'one version' to work with and helps avoid double entry of style information. At the same time, built-in workflow management and alerts mean you can track progress across all departments, throughout all functions of the supply chain.



Utilise the power of the internet for global business expansion

In today's global, cost-competitive world, it's becoming mandatory to have an international presence. Successful brands, small and large, are expanding internationally, employing a lower risk, franchise-based model, as opposed to opening their own stores.

We can help you manage this expansion, using the power of the internet to create a B2B trading e-commerce site, effectively offering an online showcase for your new product ranges.

Franchisees around the globe can browse your latest collections, place new orders and review the status of existing orders, without leaving their offices.

Taking this approach, you'll establish a more collaborative environment, that benefits from a reduced time to market and delivers significant reductions in the cost of doing business. With our help, the resulting B2B e-commerce site will become a selling tool, enabling your brand to reach further around the globe.

Furthermore, with earlier notification of customer demand, aligned to your stock and forward order position, you can more easily respond to exception conditions. Whether you need to order more or to prioritise existing stock, all the information will be available at your fingertips, and you can keep your franchisees in the picture.

All stock and franchisee order information is brought together into a single position, integrated with your key supply chain solutions. At the same time, built-in workflow management and alerts mean you can track progress across the supply chain and take appropriate action.

Get everything in the right place at the right time for the right people

Customers dictate retail. Whether it's in-store, online or over the phone, they want to see what's available and how soon they can get it. Trying to keep up with competing demands from different channels can cause chaos behind the scenes.

This chaos, or lack of integration on the supply side, makes you less competitive, and can end up disappointing your customers. Fail to deliver the goods, and you could lose a customer for ever.

Working with you, we'll deliver a solution that synchronises all the functions within the retail cycle. We'll provide tools to manage all the key business processes, including purchasing, receiving, pricing, stock management, allocation, replenishment, direct selling, order fulfilment and warehousing.

Our solution enables you to manage your inventory across the enterprise, including the status and condition of all stock in all channels, while providing a wealth of information (KPIs) to support decision-making. All this will help you to buy smart and sell through efficiently. It comes with a whole host of features including:

- » inventory management to maximise merchandise flow and productivity levels
- » price management to control prices by location, colour and lots of other combinations
- » warehouse management which gets the product out to the right stores faster
- » automated allocation to streamline processes and put critical information at your fingertips
- » direct selling from retail and wholesale customers, integrated with order fulfilment.

“Before, all we were trying to do was get orders in, fulfil them and send them back. Now we're being much more proactive. We can look at our international and wholesale customers' sales and stock and offer what we think they need. And they're taking it, so we're increasing our own sales as a result.”

Melanie Traub, Global Merchandising, Buying, Wholesale and Franchise Director, Thomas Pink

Respond instantly to changes in the market, fashion or even the weather

Retailing today is an ever-changing business. To compete, you need to be able to plan at the lowest level and keep category and store plans synchronised. And in the face of competitor campaigns, unpredictable weather and changing trends, it's even more important that you're able to re-plan swiftly.

Customers expect variety and choice, so it's essential to provide them with a comprehensive range across all store groups. Variables such as colour, price point, brand and fabric can all be used to give a balanced offering.

With our merchandise planning solution you can easily:

- » combine financial and store plans to create ideal plans and WSSIs (weekly sales, stock and intake) for your business
- » re-forecast plans based on what – and where – your customers are buying
- » implement plans quickly using standard rules which you can customise later
- » use standard or user-defined calculations, based on customer demand to plan at lower levels of detail.

Assortment planning takes this process a step further, integrating the creation of assortments, allocations and purchase orders with the numbers driven from the merchandise plan.

This lets you create assortment plans and then generate allocations and purchase orders directly from them. And you can build assortments by simply dragging and dropping digital images of your merchandise.

Assortment planning is the science of matching financial plans with the visual in-store experience and integrates numeric, design and buying functions into one process.



Right thing, right place, right time

By having RFID tags on items and positioning RFID readers at selected points in the supply chain you'll get accurate, real-time product data. You'll be able to track and control your stock across warehouse, production, depot and store – and spend less time chasing and correcting mistakes.

Better stock availability and merchandising means a better choice of sizes and colours in stores, which leads in turn to happier customers and higher sales.

In-store stock accuracy is vital to deliver a world class multichannel experience. Inaccurate stock leads to disappointed customers – and can make something like click & collect a bit hit and miss.

As well as freeing up staff to serve customers, with our RFID solution you'll:

- » spend less time on paperwork as everything goes straight into your systems
- » be able to integrate your existing supply chain, warehouse and planning systems
- » get more than just hardware and software – with advice, planning, testing, installing and ongoing support.

What is RFID?

An electronic devices that consist of a small chip and an antenna.

An RFID tag can be used in the same way as a bar code, and provides a unique identifier for an object. But, unlike a bar code, you can scan an RFID tag from up to 20 feet away. Recent innovations mean tags are much less expensive to produce than previously and are also much smaller – some no bigger than a grain of rice.

Turn IT capacity up, quickly and easily

BT On Demand Compute lets you create, use, monitor and manage a virtual data centre service through a secure portal. It includes a range of predefined storage, server and security services you can configure to suit your needs, and change at any time. So services that previously took months to create now take days – and what took days to manage now takes minutes.

Best of all, you only pay for what you need, when you need it. By cutting your reliance on physical hardware and putting the emphasis on service, you can scale up or down to suit your business, and potentially cut your existing cost of ownership by up to 40 per cent.

“The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way.”

Tim Johnson, IT Director, Crabtree & Evelyn

- » pay for what you use, and align your costs to your business needs
- » respond to new demands with increased speed and agility
- » introduce new applications and services when you need them and scale as required
- » combine point of sale, customer relationship management (CRM) and audit operations management (AOM)
- » reduce the space required, level of emissions produced and power consumed
- » enhance security with physical and/or logical separation at all times
- » reduce risk and maximise resilience, with self healing to ensure availability

BT On Demand Compute will give you a flexible IT platform that can more easily support the faster and slicker implementation of new business ideas. As well as being a foundation for the future, the real value comes in bringing all of this together in one solution from one supplier – cutting through the complexity.

Fibre broadband is underpinning the retail revolution

Any multichannel retail strategy needs the right infrastructure underpinning it. That's why the future of retail is all about the plumbing.

This might not be as exciting as tablet devices and interactive signage, but it's the fundamental stuff that will make or break your multichannel approach. To create a seamless, integrated experience for customers and staff alike, you need a network that can support this.

Superfast fibre has the bandwidth to cope with the increased strains that multichannel retailing puts on your network.

And more. It will be the foundation for a host of new services and applications, such as:

- >> HD streaming video
- >> audience-specific digital signage
- >> 3D in-store entertainment
- >> video calls and conferences
- >> video messages from HQ to stores
- >> e-learning

Creating a faster, better, smarter network

BT Connect will dramatically improve the performance of your network, by boosting application response times. A smarter network can help increase both sales revenue and customer satisfaction.

Reduce bandwidth – Significant speed transactions times, and reduce bandwidth

Prioritise – 40 per cent of MPLS traffic is http/https – Smartpath prioritises this over the internet

Improve customer service – Address customer service issues and save €000's in costs and potential lost business

Better web performance – 30 per cent improvement of web response times avoids inconsistent performance

We are lighting up the high street

We offer a unique combination of cutting-edge retail applications, accessed through superfast networks. Together, our products and services will help give your customers a fantastic shopping experience – on mobile, online and in store – that will set your brand apart. We'll help you serve customers better and bring greater accuracy to your supply chain. We can bring all these capabilities together in an integrated cloud-based offering tailored specifically to the needs of retailers.

- >> offer customers a seamless multichannel experience
- >> provide better customer service using in-store mobility
- >> improve product availability, stock accuracy and time to market through our leading supply chain solutions
- >> enhance merchandising and promotional effectiveness with our innovative, proactive business functions
- >> boost the business with hosted point of sale, managed payment and fraud reduction services.

Through innovation, we'll help your business thrive.

As well as all the neat gadgets to dazzle customers, we can make sure that everything really works together – that all the disparate channels come together in one integrated system. And by removing the complexity – we can host everything remotely so your bandwidth can flex up and down as you need it – we'll also remove cost from your business. Our cloud-based solutions give you predictable, controllable costs and overall savings. We can also offer:

- >> unparalleled breadth and depth – we serve customers in more than 170 countries
- >> cost-effective, high-quality network capacity and capabilities, and a rich portfolio of traditional and new-wave applications
- >> a one-stop shop for retailers – we're a trusted partner of leading brands, such as Debenhams, Halfords, Mothercare, The Co-operative Group, and WH Smith
- >> a specialist retail solution division, BT Expedite, dedicated bringing leading edge innovation to the market.

For more information on how BT is lighting up the high street, call 0870 850 6880, contact your BT account manager or visit www.btexpedite.com/supplychain

www.bt.com/highstreet



Offices worldwide

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Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000

Designed by Westhill.co.uk

PHME 64093