

micros[®] Case Study | ASDA



ASDA

Client ASDA

Situation

ASDA needed a software solution that would require data entry only once for use many times and one that would enhance, support and manage its due-diligence procedures by ensuring that any claim made on a product would be fully substantiated within the product specification process.

It also needed to:

- Communicate more efficiently with its supply chain
- Bring products to market faster, whilst still maintaining quality and low prices
- Improve the quality and consistency of information displayed on product packaging
- Reduce the time spent on packaging artwork
- Respond to product incidents and consumer scares quickly and effectively

Solution

Creations - a fully integrated, modular product development and quality management system that offered ASDA complete supply chain collaboration and the availability of information to support its due-diligence procedures.

Results

Following the implementation of Creations; which ASDA has named Web*Traqs, it has been able to:

- Shave weeks off its new product development process and bring products to shelf quicker
- Reduce the personnel costs involved in each new product launch
- Reduce the costs of artwork generation and improve product packaging
- Increase the range and number of products delivered to shelf

ASDA shaves weeks off its NPD process

ASDA prides itself on the quality and value of its brand and its relationship with its customers and supplier base. As such ensuring quality is at every stage of its development and production process is an absolute business fundamental.

Beating the Competition

ASDA needed to work and communicate more efficiently with its supply chain partners and key suppliers to bring products to market faster, whilst still maintaining, "everyday low prices".

To achieve this, ASDA needed to reduce the time spent on the pack copy design element of its product launch process, which was proving time-costly due to the operation of a paper based system. Similarly, improving the quality and consistency of information displayed on product packaging was also an issue. ASDA needed a solution that would only require data entry once for use many times.

Achieving Conformity

What also needed to be considered was ASDA's future growth plans.

It required a solution that was capable of meeting its needs, whilst being able to enhance, support and manage its due-diligence process by ensuring that every claim made on a product would be fully substantiated within the product specification.

In order to continue to achieve conformity, ASDA needed the capability to respond to consumer scares quickly and efficiently. This could only be achieved through an electronic system that could quickly investigate an issue across a supply chain and gather critical information to enable a rapid investigation.

Meeting targets

In 2001, ASDA selected Creations - a modular product development and quality management system, offering complete supply chain collaboration.

The solution focused on the supply chain process - with the core of the solution being two internet-based systems - brand protection, and supplier collaboration, which ASDA named, "Web*Traqs".



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“Largely due to the implementation of the Web*Traqs system, we have been able to assist and facilitate the supply chain collaboration process via electronic communication and shave weeks off the new product development process”

John Clague, Head of Technical Services for ASDA

Brand protection offers ASDA secure data management for its product portfolio process and holds information to support due-diligence.

Information held includes product records and specifications, product testing, manufacturing site audits and scorecards, site visit management, product recall management and KPI scoring and monitoring.

The Supplier Collaboration module Web*Traqs eases the information flow between ASDA, its suppliers and the production sites, and enables all partners to link into the brand protection “due-diligence” central system.

Business Benefits of Collaboration

As a result of the Creations integrated system, ASDA has decreased the time to market for new products, reduced personnel costs involved in each new product launch and reduced the costs of artwork generation. Perhaps more importantly, they have improved product information available to their customers and have significantly increased the speed, and indeed the number, of new products delivered to the shelf.

John Clague, Head of Technical Services for ASDA, concludes, “Largely due to the implementation of the Web*Traqs system, we have been able to assist and facilitate the supply chain collaboration process via electronic communication and shave weeks off the new product development process”.

About MICROS Retail & Manufacturing Ltd

MICROS Retail and Manufacturing Limited is a subsidiary of MICROS Systems Inc. (NASDAQ: MCRS) the world’s leading developer of enterprise applications for the hospitality and retail industries.

We have over 30 years’ experience in the retail and manufacturing sectors and offer our customers superior technology, expert services and the experience to help them improve their product delivery process. With our worldwide delivery network, we are able to deliver a portfolio of extensible retail solutions readily adaptable to your evolving business requirements.



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