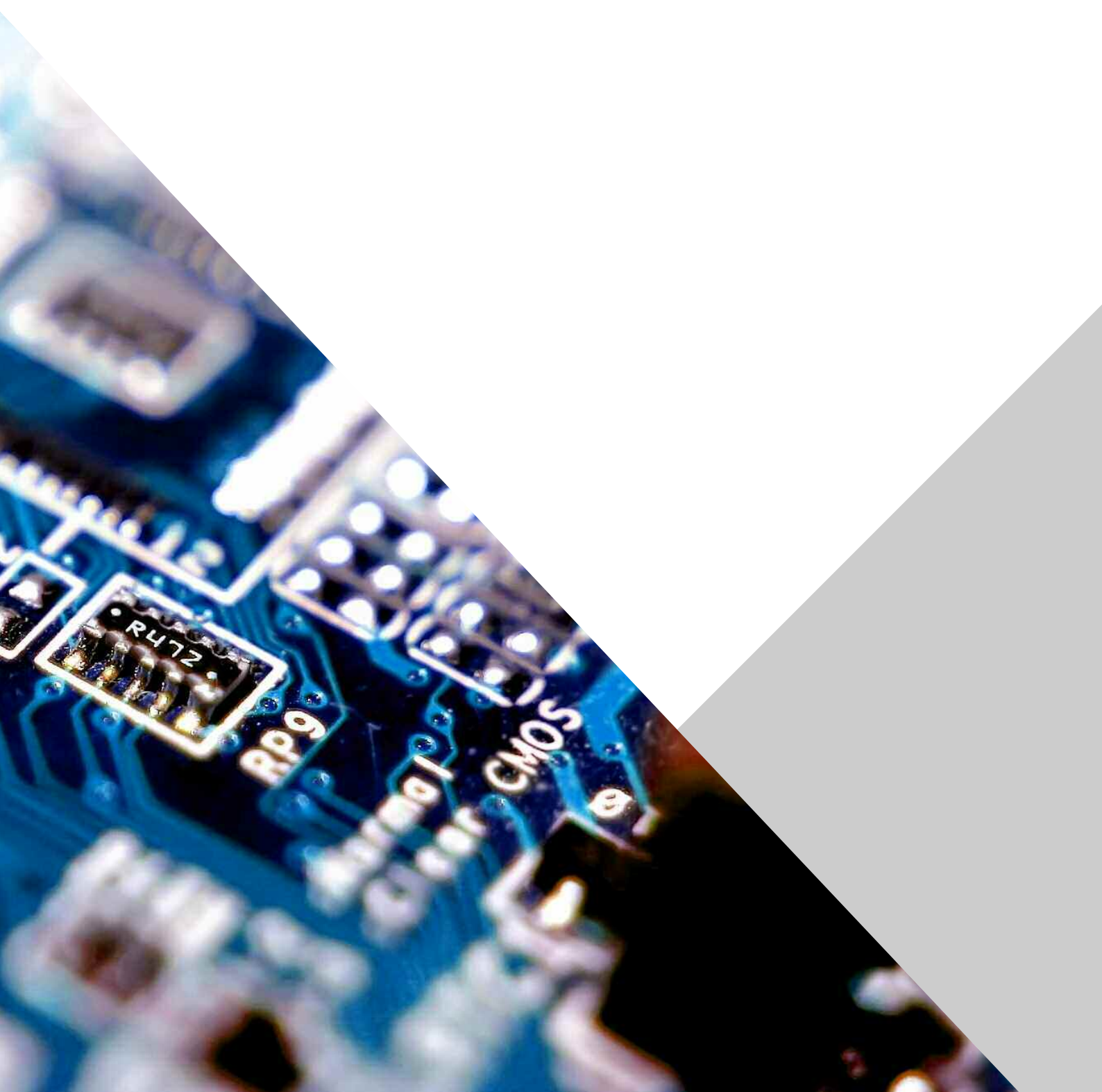




Creating Brighter Solutions

Kewill Service Logistics

Effective management of the entire service supply chain



Service Logistics

Service Logistics may be a fairly new business term, but it certainly isn't a new business requirement. Moving goods from one end of the supply chain to the other has always been a necessary process. However, traditionally the balance of organisational effort and resources has been heavily on pre sales and sales, and as a consequence post sales service has often suffered.

Why? Because Service Logistics (sometimes also referred to as reverse logistics) is largely regarded as a necessary evil – the after, after sales function – and therefore of little business value. Organisations prefer instead to focus on revenue-generating tasks earlier in the forward supply chain and as a result, few have dedicated processes or policies in place to deal with the reverse logistics and returns flows.

However, for companies looking to avoid the significant costs associated with returns management, eager to maximise asset recovery value, facing pressure to adhere to environmental regulations, and with a keen sense of the importance of customer satisfaction, effective Service Logistics must become a business imperative.

The Market Overview

Without doubt, organisations today operate in a complex, evolving environment. A large number of independent specialised service providers all vie for the attentions of an increasingly sophisticated, capricious and demanding customer base who are embracing the immediacy of online shopping at a staggering rate. In the rush to meet this customer demand – particularly in the high-tech market – product lifecycles are rapidly diminishing and this has had a considerable effect on the complexity of managing the spare part supply chain.

Corporate citizenship and corporate social responsibility is also taking centre stage due to frequent legislative directives regarding the safe disposal of returned goods. Consumers are also applying pressure, expecting a sustainable approach to returns management.

Against this backdrop, organisations are offering aggressive discounting and flexible 'try before you buy' returns policies to prevent attrition and retain precious market share. However, where the customer wins, the organisation loses, in the form of more complex logistics networks and a declining profit margin.

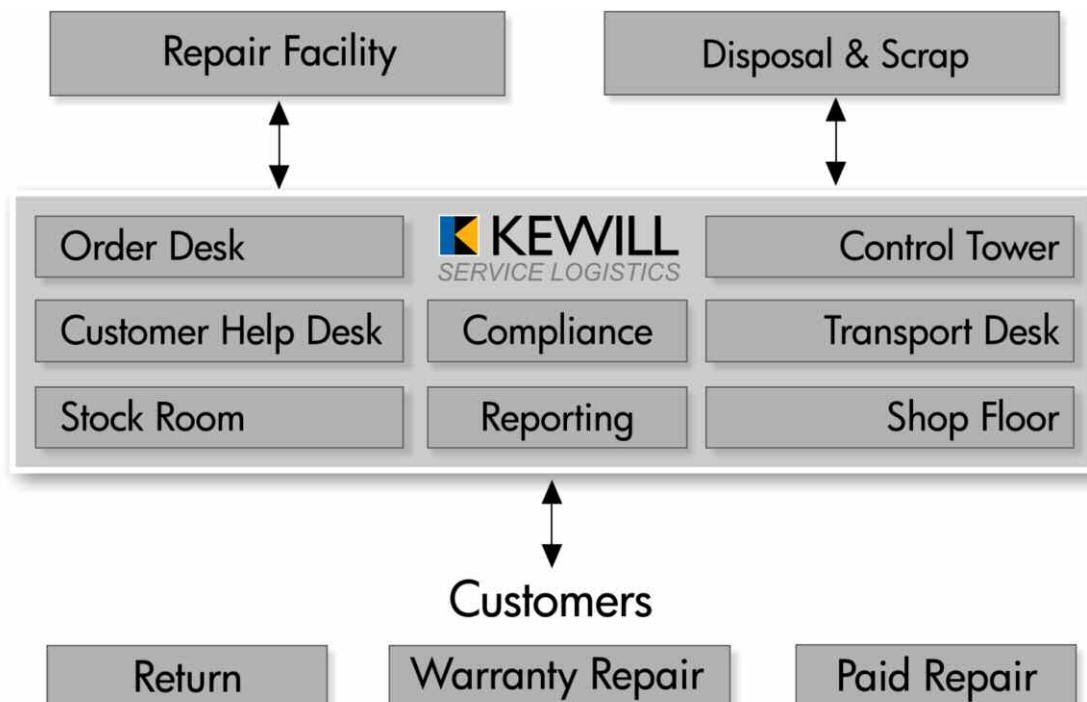


The Business Response

In order to protect their bottom line, companies are focusing on reducing operational costs, implementing lean end-to-end supply chains, and ensuring just-in-time business processes. All are crucial if organisations are to recoup costs and operate a cost-effective service and repair operation. With this in mind, there is a refocusing on core corporate competencies and the creation of networks of outsourcing partners for other less strategic functions. Many are experimenting with outsourcing warehousing and delivery activities to logistic service providers – with varying levels of success - but one area that is still emerging is the outsourcing of Service Logistics to third party logistics providers.

Carried out expertly, Service Logistics can positively impact profitability and enhance an organisation's competitive edge – something that many organisations are failing to do. By allowing specialists in the field to build a strategic integrated framework built on best practices, organisations can reengineer supply chains to more effectively control the flow of materials and related information, significantly improving accuracy, reducing costs, and minimising loss of revenue due to faulty, obsolete or missing stock.

This streamlining also helps companies provide more rapid and higher quality customer support worldwide. By delivering a sophisticated, reliable whole life service, organisations can also offer superior after sales service, considerably improving customer satisfaction – a key differentiator in today's marketplace.



The Solution: Kewill Service Logistics

Based on over ten years experience, Kewill's Service Logistics Solution (Kewill SLS) offers organisations a complete set of functional modules to manage the execution of the end-to-end service supply chain. Provided as a hosted service, the solution is delivered on a pay-as-you-use basis, resulting in rapid implementation times – usually just weeks – and low costs.

Importantly, Kewill SLS delivers complete functionality within just one software application. Despite competitor claims to do likewise, Kewill SLS remains unique in this respect. In addition, Kewill SLS is highly configurable so can be focused on executing Service Logistics to respond to the needs of each organisation's customers and configured for the complexity of specific logistics networks.

Whether dealing with a single service part required for a time-critical service delivery deadline or high volume consumer products being returned through a global reverse logistics network, Kewill SLS has the capability to deliver.

Service Logistics: The Future

If you are a high-tech company with global operations, and your Service Logistics processes are more after-thought than after sales, then reassess the management of your supply chain and logistics network sooner rather than later. With Kewill SLS you can ensure the process has an extremely positive effect on your company's business performance and bottom line and secures your future business advantage.

Key modules

- Call Centre
- Order Desk
- Stock Room
- Improved supply chain integration
- Control Tower
- Transport Desk
- Shop Floor
- Trade Compliance
- Management Reporting

Business Benefits

- Improved supply chain integration
- Standardised management information
- Control over the end-to-end logistics process
- Tracking and tracing of every item in real time throughout its lifecycle
- Continual monitoring of overall organisational performance
- Self-monitoring logistics processes & systems
- Standardised processes & procedures

Key Features

- **Access control and connectivity:** Kewill SLS is web-based to enable easy, low cost and global access. Security is controlled by means of user, group, role and menu configuration. It also offers multi-lingual capabilities and multiple time zones.
- **Dynamic work flows:** Kewill SLS has a built-in workflow manager making the design configuration of business processes easy and rapid.
- **Business rules engine:** Kewill SLS is highly configurable. Its powerful rules-based engine contains a comprehensive extensive library of business rules that can be configured to handle almost any exceptional situation.
- **Product profile:** Kewill SLS allows up to 80 attributes to be set on a product level. These are used in combination with the business rules to determine the behaviour of the product within the process.
- **Event alert manager:** Kewill SLS manages by exception, monitoring processes and events without intervention or escalation - provided that they perform within expected parameters. When necessary, an automatic, customisable alerting mechanism takes action.
- **Forms manager:** Kewill SLS forms manager facilitates the customisation of screens and forms. By using a simple 'drag and drop' mechanism these fields can be positioned at will on the screen.
- **E-mail manager:** Kewill SLS e-mail manager enables the definition of standard text e-mail templates that are personalised, localised and automatically sent to customers at each key step in the repair process.

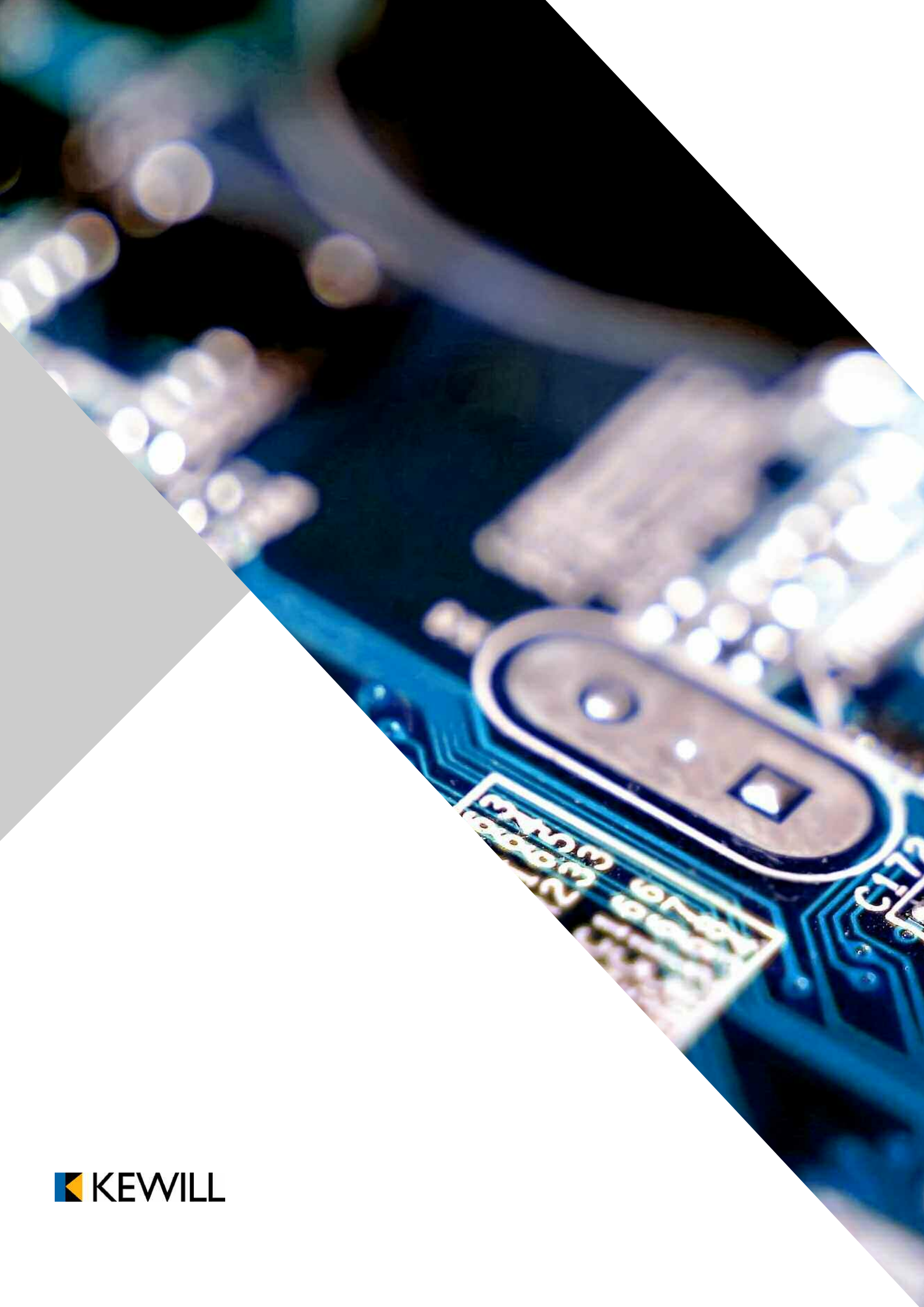
More Information

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