



Creating Brighter Solutions

Kewill Trade

A powerful supply chain integration solution tailored to your business

In modern, fast moving retail environments, customers have a growing choice of places and ways to shop. Winning and maintaining their loyalty is difficult and requires a constantly evolving and responsive organisation. Increasingly retailers are seeking ways to streamline their supply chain, create more agile operations and provide an improved customer experience.

Business benefits

- Elimination of manual processes
- Capitalises on existing IT investment
- Reduced EDI complexity
- Practical for entire trading community
- Access to Kewill expertise and experience
- Security and resilience
- A scalable, future-proof solution
- Competitive advantage
- Responsiveness and agility
- Control.

Maybe your current systems do not currently meet all your requirements? Maybe you don't have full visibility or end-to-end control of your supply chain because part of the order to delivery process still requires manual intervention, or maybe some of your smaller trading partners are reluctant to make the technical and financial commitment involved in getting on board?

Some of the typical business challenges faced by retailers with partial or no electronic enablement of their supply chain include:

- **Impact on customer service:** often people involved in vital interactions with customers do not have up to date information. For example call centre staff may not have access to real-time stock or order status information because getting this information from suppliers depends on manual processes or the batch transfer of information overnight.
- **Problems with suppliers:** lack of connectivity with your suppliers can cause problems such as missed delivery deadlines, delayed business critical documents or a high level of mismatched invoices.
- **Loss of sales:** a lack of end-to-end visibility in your supply chain can mean poor order fulfilment leading to stock availability issues and lost sales.
- **Inefficient marketing promotions:** supply chain inefficiencies often result in sales not being maximised during marketing promotions. This has a negative impact on customer satisfaction and company reputation.
- **High warehousing costs:** excessive levels of buffer stock are often held in order to cover inefficiency in the supply chain, leading to increased costs to the business.
- **High costs of traditional Electronic Trading:** the transaction costs of traditional Electronic Data Interchange (EDI) systems can be high and retailers often find they need to run multiple systems to meet all their needs. This increases ownership and maintenance costs and occupies staff time managing these different systems.
- **Suppliers reluctant to adopt electronic trading:** suppliers see the implementation and maintenance of electronic trading systems as expensive and beyond their technical abilities. They often feel unsupported.

Without doubt you will be able to identify further pain points in your own organisation. So what is the solution?

It certainly doesn't make sense to throw away all your existing back office and e-commerce investments to start again from scratch. There is a way of retaining what you already have while moving your organisation on to a higher level of efficiency, improving real-time visibility of your supply chain, gaining end-to-end control and thereby reducing your exposure to the risks associated with un-detected, un-managed exceptions to plan. Kewill Trade offers an innovative way forward whatever your current situation.

Kewill Trade: A flexible framework

A powerful, web-based supply chain and event management solution, Kewill Trade builds on your existing IT and e-commerce investment, integrating with enterprise applications and, where appropriate, the back-office applications of your trading partners. You begin by selecting from ready to install modules covering all the key areas of the supply chain: order management, despatch management, delivery management, stock management and invoice management. You can select as many or as few modules as you require, enabling you to implement and improve at your own pace. The rate of progress is entirely in your hands and can be staged according to need and availability of budget.

Don't make the mistake of thinking that this modular approach means "one size must fit all" - nothing could be further from the truth. Kewill Trade's open and flexible framework is designed to be tailored to suit your own collaborative order fulfilment and control processes. An experienced team from Kewill Professional Services skilled in assessing individual needs will work with you, examining the unique workflows, business rules and requirements behind your processes in order to set up the monitoring, notifying, controlling and measuring that your order to delivery logistics network needs.

Leverage Kewill expertise and experience

Your Kewill Professional Services team will provide the right mix of project management, business, and technical skills. They will be chosen to offer the breadth and depth of retail and IT expertise necessary to help recognise and address

your business challenges and quickly understand how to integrate Kewill Trade with your own internal back office systems to ensure seamless processing.

With many years of experience, Kewill is well qualified to advise you on best practice. Our consultants will examine every touch point in your supply chain and bring together the people affected from right across your business, making sure that your Kewill Trade solution is developed to meet their requirements in the most effective way.

The benefits of a specialist partner don't end once your solution is up and running. Kewill Trade is hosted and managed by Kewill in two secure data centres located at geographically separated UK sites. Data replication occurs between both sites and all equipment has built-in redundancy. This, along with 24 hours a day, 365 days a year monitoring provides the round the clock system availability modern retailers need.

Accessible to all

Kewill Trade takes account of the fact that most retailers have a tiered supply chain, trading with a mixture of small, medium and large suppliers. There is no need for suppliers to install any specialist software or hardware locally and they don't need any dedicated IT skills to become part of the Kewill Trade community. Suppliers with just a PC and Internet access can log on to a browser with a user name and password and start receiving and processing critical business documents.

The Kewill Community Development Team is also on hand to assist in setting up, providing training and rolling out the solution to all of your trading partners, whether large, medium or small. This allows the whole community to remain focussed on core business competencies rather than dedicating resources to managing electronic trading. It also helps realise a fast return on investment by encouraging increased trading partner adoption.

And if your larger suppliers want a more sophisticated approach, the Kewill Professional Services team can help integrate data from Kewill Trade directly into their back office systems, enabling more efficient end-to-end data flow and better visibility and control.

Improved efficiency at every level

This innovative electronic solution from Kewill extends the effectiveness of your existing IT and e-commerce investment by capturing vital information from all points of your supply chain. It has the power to transform a diverse order fulfilment community into a single virtual, real-time enterprise, making sure that every touch point in an organisation - from Merchandising, Operations and Finance through to Customer Services, IT, Logistics, Sales and Marketing - receives appropriate information, alerts and notifications. This transparency enables a proactive approach, allowing employees to manage the business more effectively and preventing process exceptions from becoming business problems.

By providing capability through both standard and customisable integrated workflows, Kewill Trade enables different players in the order fulfilment process such as suppliers, warehouse operations and carriers to collaborate more easily and effectively.

In the battle for customer loyalty, Kewill Trade provides you with a key differentiator. Through just-in-time order fulfilment and management, improved supplier management and communications, and enhanced business agility, it allows you to benefit from the resulting improvements in customer communication and satisfaction, ensuring a clear competitive advantage for the future.

Kewill Trade Features

Open, flexible and modular - The open framework on which the solution is based enables organisations accommodate their own complex supply chain processes.

Order management - All types of orders easily accommodated in the system as are trading partner responses such as order acknowledgements or rejections.

Despatch management - Complete packing and shipping process, from generation of despatch information and label creation to pack and pick list production.

Delivery management - Near real-time information on delivery status, keeping buyers better informed and improving customer service.

Stock management - By capturing stock availability from suppliers, accurate purchase orders can be created by merchandise systems. The solution can also automatically update supplier stock availability information.

Product catalogue management - Accurate and easy updating of product definitions.

Invoice management - By creating electronic invoices based on actual orders or shipments, Kewill Trade reduces invoicing errors and enables buyers to receive and reconcile invoices electronically, making for a faster and more accurate process.

Business process management - Powerful system workflows are used to ensure your business processes are managed correctly and efficiently, alerting you instantly to the situations you want to know about such as rejected orders or delayed deliveries.

Trading partner management - Kewill Trade incorporates a complete Trading Partner Management service. Kewill will, when requested by the customer, onboard a new Trading Partner to the service and process any authorised changes to existing Trading Partners. As part of the Kewill Trade service, Kewill will contact Trading Partners directly to coordinate all on-boarding activities and the delivery of any training.

Data security - Hosted on high performance, best of breed infrastructures located in two geographically separate data centres. The data centres use firewalls and an intrusion detection system in a two-tier security structure, monitored 24/7.

Disaster recovery - Data replication occurs between both data centre sites. Power is protected by a combination of UPS and back up generators. Advanced environmental control and fire detection technologies are also employed at both data centres.

More information

Please contact us or visit the Kewill Trade online product page:

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