

SUPPLY CHAIN LINK

Extending your supply chain with the right connections

COMPANIES THAT SUCCEED IN CHALLENGING TIMES SHARE THREE KEY CHARACTERISTICS IN THE WAY THEY DO BUSINESS.



All three are obvious and recognisable to anyone running a business – that's why they are so important and helpful.

1. Efficient: Using the minimum of resource, expense and time are key to achieving optimum efficiency. Any successful business must get them right every time, but sometimes being efficient is of little use... because you also have to do the right things!

2. Effective: Working smarter is doing the right things, in the right sequence, in the right way. Unlike simply striving to be efficient which at its worst means dashing around at ever increasing speed, exhausting and confusing the business and often achieving very little real benefit. Working smarter ensures effort is systematically channelled into achieving key objectives and most importantly... always meeting and exceeding customer requirements.

3. Environment: Best of all, by implementing the other two business drivers and beginning to operate an ever more efficient and effective organisation you are highly likely to be improving your business's impact on the environment.

A prime objective of the businesses within the Anisa Group is to focus on maintaining and developing these three key drivers in all of our customer's business systems.

Interestingly, demand for Enterprise Resource Planning (ERP) and Warehouse Management Systems (WMS) has continued to grow. The trend is for companies to implement a tested and proven solution which indicates their key priority is reliability and stability of the product and its supplier.

We work directly with customers, enabling them to better synchronise their entire business - whatever their requirements.

We start by understanding their business, their strategies, issues and priorities. We carefully evaluate existing systems and identify potential improvements. Building from there we work to make a broader range of information more generally accessible.

CALIDUS Enterprise brings together the best of ERP solutions from Microsoft, Infor, Jobscope and In2grate combined with our *CALIDUS* range of products. Companies have the essential strong core systems they need across all key business processes utilising the best ERP and WMS solutions. These can also include *CALIDUS* TMS, to manage the transport operations, and *CALIDUS* TTM, enabling customers to track operational activity across the supply chain. As a bonus, all of these enable businesses to be more environmentally friendly. The introduction of an Enterprise Asset Management (EAM) system further helps monitor and improve usage and costs across all areas of the business.

Cash control is vital to every business and can be immediately improved by "working smarter". Manufacturing, shipping then billing and collecting cash on time is always helped by having the best operational systems. Often overlooked is the concept of paying for these systems as the business gains from the benefits of having them. "Solution as a Service" is one very good way of spreading costs over time and matching them to the financial and operational gains.

These and many other issues are vital for companies to build and retain their competitive edge and this is where the Anisa Group has worked to make a fundamental difference in more than 500 installations in 57 countries around the world.

This edition of Supply Chain Link contains information about companies that are operating successfully in many different markets and, as always, I hope you will find it both interesting and helpful.

Ross

Ross Telford,
Chairman Anisa Group

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Anisa



CONGRATULATIONS... TO THE WINNERS OF THE EUROPEAN SUPPLY CHAIN EXCELLENCE AWARDS.

These awards recognise and reward organisations in Europe that demonstrate excellence in their supply chain operations. The awards are renowned for the rigour of the judging process which also provides valuable feedback for entrants.

The 'European Supply Chain Excellence Awards' event is organised by Supply Chain Standard in partnership with PRTM.

"It is always good to see companies that you work with, and supply systems to, having their hard work and success recognised. Among the European Supply Chain Excellence Awards winners are a number of our customers and also examples of their working in partnership with their customers." Says Ross Telford, Chairman of the Anisa Group.

The winners include the following Anisa Group's customers:

Overall winner:

PRIMARK®

What differentiated Primark was, say the judges: *"Absolute passion for their business strategy and in doing so, they created an incredibly lean, customer driven supply chain with the potential to redefine performance for an industry."*



Europe's fastest growing value fast fashion retailer has fully aligned supply chain strategy with the overall business strategy, enabling sales growth and geographic expansion – reducing end-to-end costs to reinvest in customer value.

"Change over the last three years has been truly transformational, without turning the business or the supply chain on its head. The entire Primark supply chain is managed by eight people, which is achieved through: a lean business model; 'overhead phobia' and a virtual business network. The overall results speak for themselves – despite being a small team, Primark have turned their supply chain around – starting with the customer and the store, Primark pull the right product through the chain in a highly efficient way," the judges say.

Primark is focused on eliminating waste and has been passionate about simplicity, avoiding the building in of complexity from the outset. The company has delivered excellence through deep relationships with core logistics service providers and the supply chain has successfully enabled the growth of the business by delivering over 40% more volume over the last three years.

Gordon Colborn, chairman of the judges says: *"This is a £2bn supply chain which is run by eight people with incredibly short lead times. It is agile and responsive – what a great achievement for a company operating in such a highly demanding market."*

Public Sector, Services and Utilities:

National Offender Management Services in partnership with DHL Supply Chain and Booker Direct



Through a network of Workshops within prisons a pick, pack and distribution process has been orchestrated that gives meaningful employment, training and rehabilitation opportunities for over 600 prisoners across all 132 prisons within the government network. NOMS has had to adapt to enable its commercial partners to deliver a service for profit, modifying guarding and access arrangements to suit. Likewise the partners have had to recognise the constraints of the NOMS regime and have adapted too.

The judges say, *“The level of co-operation required to achieve the results they have has been deep and enduring.”*

Contribution to Environmental Improvement:

Marks & Spencer in partnership with DHL Supply Chain



Marks & Spencer is now three years into Plan A, the retailer’s industry-changing environmental strategy which has become an intrinsic part of the way the organisation operates. Working with DHL Supply Chain in the general merchandise operation, the partnership has achieved a 9.5% reduction in carbon emissions – some 3,461 tonnes year 2009/10 versus 2007/8 – a 96% recycling rate and through using a control tower approach to deliveries has achieved significant cost savings. The company has been instrumental in the development of the Teardrop trailer and has incorporated environmental thinking into everything it does, from removing roll on racks for garments to achieve greater vehicle usage, to replacing some 120 distribution centres with 4 huge sites – the first of which is carbon positive.

Customer Service and Support:



Over an 18 month period the company has transformed its supply chain completely, aligning procurement, distribution and engineering functions to customer needs. The judges were impressed by the scale of the challenge facing British Gas, performing 38,000 visits to customers per day, and the company’s ability to route engineers dynamically. With 99.6% next-day delivery, British Gas is now predicting engineers’ in-field requirements, allowing the company to fulfil same-day delivery and so is directly improving the quality of service.

The judges were swayed by the way British Gas had realigned its customer services to “achieve superb performance in a challenging environment – responding to variability at many levels, from the weather driving customer behaviour to the sheer variety and volume of parts the company must optimise”.

The *CALIDUS* range of products and services includes Warehouse Management and Transport Management Systems that are core to the success of every supply chain operation. These well established systems can be further enhanced with the *CALIDUS* TTM (Trace-Track-Manage) and *CALIDUS* Vision solutions that enable companies and their customers to optimise the operation efficiency of the business. The entire *CALIDUS* range can be delivered as a ‘Managed Service’ providing a highly secure systems environment and an attractive cost profile option.

Source:
Logistics Manager magazine.

Can a Supply Chain Tracking System

Linking supply chain tracking and marketing in this way may seem surprising, but when a major logistics company working for some of the World's leading consumer goods manufacturers implemented OBS Logistics' supply chain tracking solution, *CALIDUS TTM*, this was one of the major benefits their clients achieved.

The challenge for many manufacturing and distribution companies is deciding what products they should promote in each geographical region, with the aim of promoting the products they have most readily available in preference to the products they still need to manufacture, thereby maximising sales and minimising stock.

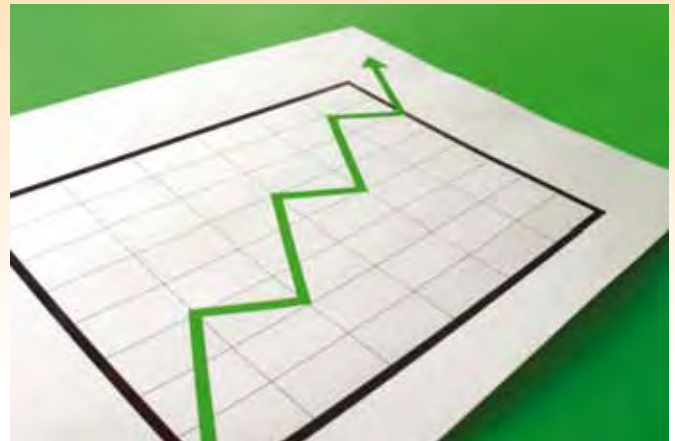
To achieve this objective product marketing teams need to have up to the minute information on what stock they have, where it is, how it is moving through the supply chain and what the current order demand is for these products. This is where *CALIDUS TTM* comes into its own.

CALIDUS TTM is a web based supply chain tracking solution which takes information from the company's organisation wide ERP and operational logistics solutions and provides facilities to track stock and orders across the entire supply chain.

Managers can use this up to the minute information to confidently make key decisions which brings real business benefits. Product Marketing Managers can promote the available products in each region to good effect which results in:

- Maximising sales opportunities
- Reducing stock levels
- Improved utilisation of working capital
- Where demand exists for products not available in the region, they can work out how best to source these products, whether it is to manufacture them or procure them from stock in another region. It all comes down to the power and benefits of timely and accurate information.

In addition to supply chain tracking by the people within a company, *CALIDUS TTM* offers another important



business benefit when it comes to the customer service function. Customers of the company can sign onto a web portal to enquire on product availability and to place and track their orders from input through to final delivery. Along with the customer service benefits achieved by enabling customers to get easy access to the key information they need around the clock, *CALIDUS TTM* provides further benefits:

- Enabling the customer to enquire into stock and order information through the portal drastically reduces a company's administrative overhead that results from answering the customers' enquiries by phone or email.
- Allowing customers to enter their orders over the web reduces and often eliminates the time involved in entering customer orders.
- When customers enter their own orders they take responsibility for the timeliness and accuracy of the order information.
- Viewing the delivery information online minimises POD and Billing queries leading to fewer payment disputes and better cash flow.

Improve Your Company's Marketing?

In addition to CALIDUS TTM being used by third party logistics companies to allow clients to track their supply chain there is a further important benefit that their clients have gained from using CALIDUS TTM. It allows them to monitor how efficiently their logistics service provider is performing. When you think about it, a client can now see their stock being managed in third party facilities and can track the timeliness and accuracy of deliveries and orders. CALIDUS TTM therefore offers real logistics services provider performance monitoring.



You may think therefore that such benefits would not be encouraged by the logistics service providers. Information about their performance being readily available 24/7, may have been a cause of concern.

Interestingly you could not be more wrong. In our experience - leading logistics companies sell this open visibility of their performance as a benefit, promoting trust and providing proof of competence. After all, they are used to providing copious amounts of performance reporting on a regular basis. This is simply providing it in real time and potentially reducing the reporting burden in return.

So how does CALIDUS TTM manage to put all of this valuable information at the user's finger tips?

Dave Renshaw CEO of OBS Logistics explains

"It is all about seamlessly gathering up to the minute information from all of the systems used across an organisations supply chain – whether it be their ERP system, warehousing systems or

transport management systems – including the in-cab mobile facilities used by the drivers as they go about their daily tasks collecting and delivering. CALIDUS TTM is designed to bring information from non-CALIDUS systems equally effectively as it does from our own CALIDUS suite. Making supply chain tracking information available over a web portal to users within a company, its service partners and its customers alike is increasingly being seen as a 'must have' for many organisations."

Renshaw concluded

"CALIDUS TTM is another exciting member of the CALIDUS family, which is rapidly being recognised as the most comprehensive range of best of breed logistics solutions available in the market"

So, can you improve your marketing with a supply chain tracking system?

Well, by implementing CALIDUS TTM for some of the largest and most successful companies in the World it has been shown that you certainly can – along with achieving a whole host of other benefits!



CALIDUS WMS ‘Solution as a Service’ Supports Westex’s clients

Westex Group is a third party logistics company employing 200+ staff with warehousing locations in London & the South East of England. The company provides warehousing and order fulfilment services to a variety of clients on both dedicated and shared user bases.

Westex regards its IT systems as a key aspect of the company’s service to its customers, with its systems linked seamlessly via EDI to its clients’ own networks, especially for High Street outlets, store groups and independents.



Westex initially implemented a *CALIDUS* WMS solution to support a dedicated operation for one of its major contracts with a large cosmetics company. This installation continues to successfully support the contract.

One of the key reasons for choosing *CALIDUS* from OBS Logistics was seeing the benefits the system provided to a neighbouring site operated by one of the large third party logistics companies. After all, there is no better reason for choosing a system than knowing that it has been successfully delivering benefits for a similar type of organisation and being able to see this first hand.

This and many subsequent successful projects were implemented on a licence and services basis by OBS Logistics, with the hardware to support the systems based at Westex’s sites and operated by their own staff.

Recently, when the company was looking to bring in a new system to support its growing shared user cosmetics fulfilment business, it again chose *CALIDUS* but adopted

a new approach. This time the implementation was based on the latest version of *CALIDUS* WMS to support the operation and OBS Logistics’ newly introduced ‘Solution as a Service’ approach which offered a pay as you go managed service model.

This new version of *CALIDUS* offered a modern ‘windows’ like user interface which was consequently easy to use and offered comprehensive, configurable functionality to suit the Westex clients’ varying needs. It also offers the options for bar coding, RF operations and voice as required. A major benefit was that it enabled them to utilise their existing RF equipment avoiding unnecessary replacement cost.

Westex particularly liked the key functions provided within *CALIDUS* which suited their type of operation and reflected the extensive experience of OBS Logistics gained from the cosmetics, pharmaceutical and other like industries. As an example, the pick and pack functions deserve particular mention for the benefits gained in terms of speed and accuracy of customer dispatches.

The ‘Solution as a Service’ option provides real business benefits. Sue Blake OBS Logistics’ account manager for Westex explains,

“We see an increasing number of companies who want to deal with fewer IT suppliers and get away from running their systems themselves. This is exactly what ‘Solution as a Service’ from OBS Logistics offers. OBS Logistics provides a single supplier solution to meet the client’s needs. The CALIDUS WMS system is hosted in OBS Logistics’ purpose built data centre and the software, implementation services and ongoing support are all provided by OBS Logistics as a total



service, including any EDI links with other systems – a key requirement for Westex to facilitate seamless links to their clients' systems.”

The 'Solution as a Service' approach has enabled Westex to add new clients and contracts in a timely fashion and has allowed them to carry out pilot projects with some of their clients as proof of concept. Three new contracts have been successfully implemented within the last four months in rapid succession, including customer specific EDI links and a fourth implementation is already about to commence.

It is not just the total service from a single supplier and rapid implementation benefits that attracted Westex. 'Solution as a Service' offers massive financial benefits as the total service is paid for by a single annual charge whilst the system is being used and delivering benefits. They also have an agreed tariff for future changes in scale and for adding new contracts. This is invaluable to third party logistics companies, enabling them to negotiate new deals with clients knowing what their IT costs will be.

Andrew Fryer, Operations Director of Westex, summed it up very well:

“With our CALIDUS ‘Solution as a Service’ from OBS Logistics we have the benefits of a best of breed WMS solution, delivered as an overall service on a sound commercial basis which is cash efficient and offers predictable cost both initially and for future changes. For a growing logistics services business such as ours, we can add new clients and grow volumes without worrying about our IT capacity – OBS Logistics deal with that for us – and we pay only for what we need.”

“The solution has served the business extremely well and enables us to meet our demanding service levels.”

IN2GRATE BUSINESS SOLUTIONS HELPED CELTIC MANOR GET READY FOR THE RYDER CUP



The Celtic Manor Resort chose In2grate Business Solutions to provide them a comprehensive procurement and inventory management solution in time for the 2010 Ryder Cup. Celtic Manor were looking for a tailored ERP solution to manage inventory across their resort, and with its extensive portfolio, In2grate Business Solutions were able to provide them with the ideal software solution using Microsoft Dynamics NAV.

In preparation for the 2010 Ryder Cup, £16m has been invested into the Resort by the Celtic Manor Owner, Sir Terry Matthews, to allow for a Twenty Ten course and clubhouse to be added to the 1400 acre Resort. These are set alongside two other championship courses, a 330 bedroom five-star resort hotel, a separate manor house country retreat, luxurious spas and health clubs, and five restaurants.

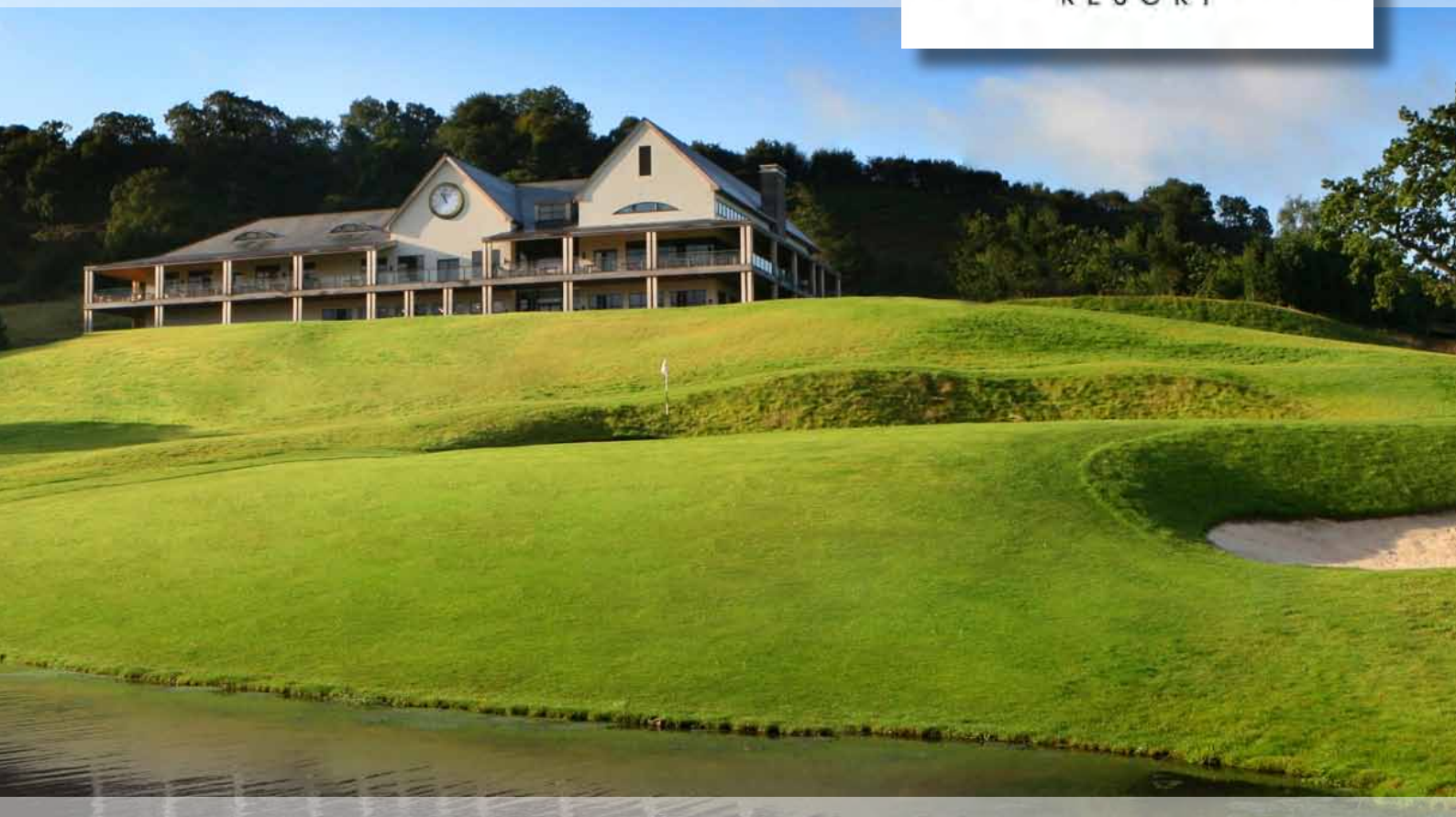
Part of this investment was to improve their business systems and In2grate Business Solutions, along with their sister company, OBS Logistics, are delighted to have provided a system that facilitates control of the procurement of both stocked items and special order items across the many restaurants, bars and

departments within the resort. Both companies are part of the Anisa Group and they bring together the experience of Warehouse Management and Enterprise Resource Planning systems to deliver a fully inclusive business solution for Celtic Manor.

In2grate Business Solutions has provided an enhanced Microsoft Dynamics NAV ERP system that shows on a single screen the outstanding orders, stocks and usage trends that allows Celtic Manor to maximise stock availability whilst reducing inventory levels. The benefit of being able to immediately see that one department has stock that another department needs, helps the purchasing department immensely. Standardising on an item numbering system has also reduced the opportunity for error in the ordering process. By maintaining an easily accessible history of purchases also allows the departments to see where items were purchased in the past. This is especially useful for some of the slower moving items of stock. The Microsoft Dynamics NAV warehousing module allows Celtic Manor to maximise the available space and control the rotation of stocks taking into account shelf-life and best-before-dates.



CELTIC MANOR
RESORT



Andrew Trotter, Purchasing Manager for Celtic Manor explained,

"In2grate Business Solutions was able to provide us with a solution with the pedigree of Microsoft Dynamics NAV, which they configured to fully meet our needs and provided it on an innovative commercial basis. We were also impressed with the level of knowledge that OBS Logistics demonstrated, as inventory planning and management was key to the success of the project".

Dave Renshaw, CEO of both OBS Logistics and In2grate Business Solutions commented,

"We are delighted to be working with Celtic Manor; we are also pleased to know that our solution was used to support one of the World's most prestigious resorts and many major events, which included the 2010 Ryder Cup. Microsoft Dynamics NAV is one of the most configurable ERP systems in the market today and Celtic Manor is one of a number of successes we have enjoyed recently."

OBS Logistics Ltd is dedicated to providing operational business solutions to the supply chain sector. Their award winning supply chain Warehouse Management Systems and Transport Management Systems share the family name *CALIDUS*.

In2grate Business Solutions is a leading provider of business solutions and responds to customer demands by synchronising their entire enterprise from development to distribution, even including sales and customer relationship management and financial accounting needs. Using the latest technologies, In2grate Business Solutions has developed their solutions to provide unique functionality, allowing true visibility across the entire supply chain.

Both OBS Logistics and In2grate Business Solutions are members of the Anisa Group of Companies with over 30 years experience of providing IT solutions to blue-chip companies in 57 countries world-wide. With offices in London, Liverpool, Solihull and Singapore the company employs in excess of 100 professionals, devoted exclusively to developing and supporting solutions for the supply chain sector.

TMS

TMS - THE THREE LETTER ACRONYM WITH A BIG IMPACT FOR TRANSPORT OPERATIONS

Dave Renshaw, CEO of OBS Logistics and an expert in integrated supply chain and extended enterprise solutions, looks at how to reduce transport costs and enhance customer service with advanced Transport Management Systems (TMS). These cutting-edge systems are putting companies in control of their supply chains and helping the efficiency and effectiveness of their transport operations. This is providing a win by reducing operational costs, a win for customer service and a win for the environment.

The most significant cost in the supply chain is transport. The ever-increasing price of fuel and its influence on running a cost-effective transport operation is a major issue. Add to this overall efficiency and performance of the operation and clearly fuel and operational costs will have a huge impact on business costs. Badly run transport operations simply leak cash and damage customer relations through poor service.

With an estimated 500,000 trucks on UK roads, the environment will suffer. Granted new engine technology and tractor and trailer designs are bringing down emission

levels but technological advances alone are not enough. We also need good transport management.

ENTER TMS

Some companies are working hard to take control of their transport operations by implementing enhanced TMS. These systems are helping them to balance the hard costs of transport – fuel, maintenance, and insurance – with providing best service.

A good TMS will address a company's desire for improvement by enabling it to become more efficient, effective, and environmentally friendlier.

Working quickly using the minimum of resource, expense and time are a measure of efficiency for transport operations. However, sometimes being efficient does not always meet the needs of the customer. They need transport to do the right thing by delivering in full and on time. This can only happen by working smarter to provide an effective transport solution.

- ▶ **A MAJOR UK SUPERMARKET SAVED 12 TO 15% IN FUEL COSTS THROUGH IMPROVED PLANNING, ROUTE AND SCHEDULE ADHERENCE, AND CONTROLLED DELIVERY TIME SLOTS**
- ▶ **A CONSTRUCTION FIRM USING TMS MANAGED SERVICE RATIONALISED A FRAGMENTED TRANSPORT OPERATION RESULTING IN A SMALLER FLEET, REDUCED RELIANCE ON SUBCONTRACTING AND 15% LOWER OPERATING COSTS**
- ▶ **A MAJOR CLOTHING RETAILER REDUCED ITS EXISTING FLEET BY 6% THROUGH OPERATIONAL PLANNING, ROUTE AND SCHEDULE ADHERENCE, AND IMPROVED MANAGEMENT INFORMATION**
- ▶ **ONE OF THE UK'S MAIN BREAD PRODUCERS GAINED 7% IMPROVEMENT IN FUEL USAGE THROUGH IMPROVED PLANNING, ROUTE AND SCHEDULE ADHERENCE, AND CONTROLLED DELIVERY TIME SLOTS**
- ▶ **AN INTERNATIONAL OIL REFINING, MARKETING AND DISTRIBUTION COMPANY SUPPORTS 11,000 USERS THROUGH THE USE OF HAND HELD TERMINALS AND WEB-BASED TRACKING FOR DELIVERY OF OVER 2 MILLION ORDERS EACH YEAR**
- ▶ **A GARMENT DISTRIBUTION COMPANY REDUCED THE NUMBER OF PLANNING CENTRES, IMPROVING OVERALL EFFICIENCY AND REDUCING TRANSPORT OPERATING COSTS BY 12%**

TMS users and the benefits they gain from the solution.

Business Needs	Solution	Benefit
Demand management	Provides visibility of resource utilisation. System and management override capability to smooth demand	Avoid over-utilisation in busy times; reduce reliance on third-party contractors. Optimise efficiency of Warehouse Management System pick and load processes
Consistent service delivery	Able to schedule to delivery windows, booking-in times and vehicle constraints	Customer service improvements and adherence to contract terms
Service level agreement adherence	Provides automated trip build scheduling to match delivery window or booking-in time	On-time deliveries. Customer satisfaction improvements and customer retention
Improved resource utilisation	Uses fixed rules to automatically schedule and is based on defined routes, carriers, geography, cost and vehicle fill. Gives order-well visibility	Lower costs. Empty running reduced. Road miles reduced. Spending on agency drivers and vehicles is reduced
Visibility - consolidation opportunities	Provides opportunities for backloading, consolidation of fleet (multiuser shared network rather than dedicated), order-well management	Improved revenue and asset utilisation - increased throughput of volume from resource base
End-to-end consignment tracking	Gives visibility of consignment / product throughout supply chain	Improved customer service. Enhances customer confidence
Key Performance Indicators - measuring and reporting, process improvements, identifying trends	Gives detailed plan versus actual management reporting	Identify strengths and weaknesses. Prioritise improvement initiatives

Table I: Basic TMS requirements, solutions and benefits applicable to most companies.

Effectiveness, therefore, requires a focus on achieving important transport objectives to meet and exceed customer requirements. This is possible by doing the right things, in the right order and in the right way!

Efficiency and effectiveness lead to a reduction in the carbon footprint of the transport operation. With a TMS, it is possible to manage efficiencies and effectiveness constantly so environmental impact reduces continuously.

TMS EXPECTATIONS

Table I highlights how a well-designed TMS should address transport business needs, solve the issues and deliver benefits. These represent the basic TMS requirements for most companies.

Most companies will need further benefits to those shown in Table I. However, an enhanced TMS will be scalable. This will provide extra features for bringing online whenever the company needs them.

Author

Dave Renshaw has specialised in the Logistics Industry since the early 1980s working with clients including many leading logistics companies and supply chain organisations. He is CEO of OBS Logistics Ltd and In2grate Business Solutions Ltd whose business is the provision of Total Supply Chain IT Solutions with over 500 implementations in 57 countries.

His philosophy for a successful company in the IT Solutions business is to work with customers to get true value from the systems they install. His key driver is to build and sustain long term client relationships based on mutual trust and success. For more information, please go to <http://www.obs-logistics.com/tms>

TMS SCALABILITY

Such a scalable solution is the CALIDUS TMS. This popular TMS has a user base of more than 1,500 users worldwide in the retail, wholesale, manufacturing, food and drink, pharmaceuticals and apparel and fashion industries.

Users are achieving at least 10% direct savings on transport costs through scheduling, route planning, and driving and maintenance improvements. Table II shows real-world examples of the benefits some companies are enjoying with a TMS-based solution.

In conclusion, clearly TMS implementation is an important step forward for any company wanting to optimise its business processes and distinguish the service it provides. Companies can only realise the full benefit once the TMS is in place and by performing the necessary supporting operational practices.

Join OBS Logistics to see the world, meet interesting people and provide solutions to their operational needs.



OBS Logistics is a leading supply chain technology company that is going places. For more than 25 years, the company has been working with many of the world's largest logistics, supply chain and transportation companies supplying them with warehouse management and transport management software solutions.

The company has the distinction of having more than 500 CALIDUS software implementations in 57 countries worldwide. With continuous expansion, the company is looking for highly motivated graduates and operational specialists to join its implementation team.

As implementation team members, successful recruits get to see the world. No day is the same for OBS Logistics professionals. One day they could be in Dallas, the following week Singapore, and then a week in Birmingham.

SO WHAT CAN YOU EXPECT WHEN YOU JOIN THE TEAM?

Variety of work load and a close working relationship with customers is normal for OBS Logistics' professionals. For example, a Senior Implementations Manager commented on a brief visit to his office base in Liverpool.

"I joined OBS Logistics 13 years ago after working in logistics. Employing ex-operations staff to implement CALIDUS Logistics solutions works well for us. Customers like the approach as we get on with their own staff and talk their language. Importantly, we understand how a solution needs to work in the operational environment."

It's normal for OBS Logistics implementation specialists to roll up their sleeves to help design and test solutions before installation. This allows each system to be tried out by the people who are closest to the customer and who know precisely how they will be used to improve their operations. Another team member comments:



"I helped to deploy OBS Enterprise for one of the oldest wines and spirits businesses. This is one of several projects where I was also involved in Bonded Warehousing, addressing HMRC requirements using the CALIDUS WMS/Bond system."

JOB SATISFACTION COMES WITH HELPING CUSTOMERS.

Implementation specialists have tremendous job satisfaction. Another member of the globetrotting team comments.

"The variety of industries, markets and types of operation you get involved with at OBS Logistics means that each assignment is different; no two environments are the same. Some of the projects I've worked on include:

- A seven-site global roll out of **CALIDUS WMS** for one of the largest mobile phone companies in the world.
- A multisite **CALIDUS TMS** roll out in the UK for a leading third-party logistics company distributing multi-temperature food products to major retailers.
- Implementation of the full suite of **CALIDUS** products to support a third-party shared-user warehousing and distribution operation that serves world leading pharmaceutical companies. This system is certified GAMP 4 (Good Automated Manufacturing Practice) and has boosted throughput by 15%.
- **CALIDUS WMS** with Bond roll out for one of the leading Bonded Wines and Spirits distributors in the UK. One of the sites is an old mine, which now serves as the largest underground wine storage facility in Europe!
- Implementation of an e-fulfilment solution for one of the leading retailers based on **CALIDUS WMS**.
- Implementation of **CALIDUS WMS** with 90 RF users in a 700,000sq ft warehouse for a leading clothing retailer.
- I have also helped implement **CALIDUS WMS** and **TMS** solutions for a third-party logistics company in Poland. We reduced the customer's transport cost by more than 10%."

GAINING UNIQUE SPECIALIST KNOWLEDGE.

Customer specific customisations are also sometimes necessary to provide special functionality or specific integration with certain software or systems. The



implementation team helps bring these enhancements into being as bespoke extensions.

Now that you've decided to join the implementation team, what does your future hold?

"I'm spending the end of this year and the beginning of the next implementing WMS solutions in Birmingham for the safety and workwear division of a major supplier to the construction industry," says a long serving member of the team. "Then it's off to Bolton for a third party logistics company that provides warehousing and added value services to major retailers in the garment industry."

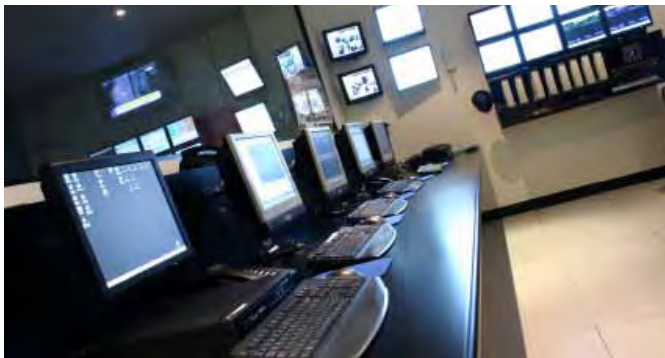
"After that I will be helping to implement a Transport Control Tower for managing transport fleets on a worldwide scale. This is an exciting area for CALIDUS TMS as it not only improves fleet efficiency and cuts costs, it also helps demonstrate the customer's commitment to reducing its carbon footprint."



CALIDUS goes from strength to strength

The need to continuously address industry trends has taken OBS Logistics and its range of CALIDUS solutions to new heights, reports supply chain technology writer Iestyn Armstrong-Smith. First introduced to OBS Logistics several years ago he has followed the company's development and successes. He visited the company's Head Office in central London to catch up with CEO, Dave Renshaw, and Finance Director, Lionel Moore, to find out more about its flourishing logistics business.

It does not take too much digging to discover that for more than 30 years, CALIDUS from OBS Logistics has been synonymous with Warehouse Management Systems (WMS). With a track record of successful implementations in 57 countries worldwide, you could be excused for thinking that OBS Logistics will simply continue doing more of the same for the next 30 years and beyond!



However, there is much more to the OBS Logistics business than you might think.

Renshaw says: *"We have a thriving CALIDUS WMS business and you might be interested to learn that we go 'live' with the product at sites across the world most every week of the year. We are fortunate to work with leading logistics companies and in-house logistics operations of major wholesale, retail and manufacturing organisations. These make up a customer list to die for, as another leading journalist once described it."*

Many companies with such a successful, expanding WMS business would be happy to continue to focus simply in that direction alone. OBS Logistics, however, has greater ambitions as Renshaw explains: *"The cornerstone of our business is working closely with our clients in long-term relationships for mutual benefit. We listen to our clients and people in the logistics market. A strong WMS software partner is important to our clients; however, they are also keen to collaborate with fewer suppliers. They rely on this smaller number of suppliers to provide more of their overall IT systems and services. This allows them to concentrate on running efficient logistics operations, instead of spending too much time managing their supplier relationships."*

So how has OBS Logistics addressed these client needs?

Moore picks up the story explaining how OBS Logistics has invested in IT infrastructure. *"We first invested in a purpose-built data centre in Runcorn, Cheshire, so that we can offer managed services to our clients. We already had a fully equipped computer centre attached to our Liverpool office so location was important; Runcorn was ideal for our purposes,"* he says.

"Each site has multiple power supplies from different generating facilities and an infrastructure with no single point of failure. Both sites also have 24/7 on-site security and monitoring. The design and structure of the facilities - and the way we operate them - has enabled us to achieve and sustain ISO/IEC 27001 accreditation, the recognised industry standard for information security."

Moore expands further on the company's investments: *"We recognised that we needed the best hardware solutions and to invest in enough power and performance capability to provide our clients with the high service levels they demand and deserve. For example, we have invested a seven-figure sum in the latest IBM high availability systems. Our service level achievements and client satisfaction feedback tells us that this was a wise move."*

So how has this enabled the business to develop?

Renshaw says: *"We continue to build a strong business providing our CALIDUS systems as a total managed service."*

"There are some unexpected benefits that have moved our business on substantially. For example, we found that our clients recognise our ability to maintain and develop logistics applications. They also saw the difference it made through working with an IT company that specialises in the logistics market and they had first-hand experience of the service levels we deliver. All of these emphasised our ability to look after their business critical applications to a high standard."

"This has led us to provide a total managed service for some of our clients' own systems. Over the last two years alone we have successfully taken on very large managed service solutions including a fleet management application, a home delivery system and two transport management applications."

Outsourcing resulted in a major strategic opportunity. Renshaw explains: *"One of these deals enabled OBS Logistics to acquire what is generally recognised as the world's best Transport Management System (TMS). We maintain, develop and market this product as CALIDUS TMS. This was a major strategic move for the business. Besides providing a managed service for a leading global logistics company with around 1,500 operational users"*



and over 11,000 tracking users across EMEA, we invested in the rights to own and sell this industry leading TMS solution.”

Renshaw continues: “Working closely with other market leaders enables us to continue to expand our product portfolio into other areas. The third-party logistics market in particular has a requirement for its clients to access its systems over the web to track their supply chain. This includes the ability to view inventory levels and customer order fulfilment. This has resulted in OBS Logistics developing CALIDUS TTM, a fully hosted web-deployed supply chain track and trace tool.”

But it isn't just a broader CALIDUS portfolio that is benefiting OBS Logistics; collaborating with other complementary Anisa Group companies is also paying dividends for the business and its customers.

Renshaw says: “OBS Logistics is part of the Anisa Group and has sister companies: In2grate Business Solutions and Open Business Solutions. These companies enjoy a similar 30-year pedigree and both specialise in Enterprise Resource Planning (ERP) solutions.

“In2grate Business Solutions is a Microsoft Gold Partner and is the JOBSCOPE Strategic Partner for the UK, Europe and Asia. Open Business Solutions is the UK and Ireland Master Affiliate for Infor XA and XS products.

“We brought these businesses together so that we can offer clients a total solution. We call this CALIDUS Enterprise. This can be delivered as a total managed service or as a conventional project.”

“It was a logical thing to do. Most businesses require an ERP solution and it remains the case that if you have any serious level of logistics operation, ERP alone is not enough. You really need a best-of-breed logistics solution. Clients can come to OBS Logistics, get the best of both from a single supplier and have it fully managed for them if they wish.”

Moore adds: “This is an important and unique selling point for us. If you look at the leading players in ERP, WMS and TMS markets, we usually compete with different companies in each of the three solution areas. It does indicate that when you put all three solutions together then you have something uniquely special.

“For example, we were one of the first companies to introduce ‘Solution as a Service’ (SaaS). This covers all aspects of a project and avoids the usual upfront capital costs. Maintenance is included within the costs and comes at a fixed price for the duration of the contract. One of the additional customer benefits of SaaS is the ability to predict the costs of the solution over the contract life. This has become a very attractive option for many of our customers.”

Clearly, OBS Logistics is well-positioned to provide a very comprehensive solution that fits the needs of its target markets. But, what about current technological developments?

Renshaw says: “Our powerful solutions are providing our clients with a significant amount of fingertip accessible business information. To enable them to get the most out of this information we now provide our CALIDUS Vision operational dashboard product. This helps drive real operational efficiency improvements at all levels across an organisation.

“Our clients have said that OBS Logistics is not just providing a general dashboard product like other companies. In CALIDUS Vision they see a solution which is built by people who understand the needs of logistics operations and one which will continue to be developed with that in mind.”



What does the future hold for OBS Logistics?

Renshaw is emphatic in his response. “We’ll continue to focus on looking after our clients. It is a client-focused business approach that works for them and for us, and that won’t change!”

Moore agrees and adds: “With such a prestigious and engaged client base; committed, experienced and loyal employees; and some of the best products in our markets, we are optimistic about a growing and prosperous future.”

Iestyn Armstrong-Smith is a freelance writer and editor. He writes about hardware, software and services for transport / logistics, supply chain, manufacturing and mobile computing applications. Over the years he has edited several logistics magazines, including Automatic ID News Europe, Frontline Solutions (now Supply Chain Europe), Manufacturing and Logistics IT, IT Reseller and Logistics Business IT.

CALIDUS – the trusted family of logistics systems.



CALIDUS WMS is an industry leading solution to manage your warehouse operations efficiently and effectively.

CALIDUS WMS has an optional bonded module should you need to comply with HM Revenue and Customs requirements where products need to be managed based on Customs Only or Customs & Excise Wet & Dry Bond requirements.



CALIDUS WMS is a multi warehouse and multi owner system that tracks inventory from Goods Receipt through to final delivery. It assigns priorities

to tasks and monitors progress and activity in real time. The capture and retention of detailed performance data provides operational benefits in planning and performance monitoring. Whether you are a logistics company operating logistics contracts for a number of clients, or an in-house logistics operation working on a dedicated basis, CALIDUS WMS provides the features you need.

CALIDUS WMS has everything you would expect from an industry leading WMS solution, which is why it supports major logistics operations for leading household names in retail, wholesale and manufacturing across the world. For companies who also have transport operations, the benefits of CALIDUS WMS can be combined with those of CALIDUS TMS to provide an integrated solution for multi-depot/warehouse logistics operations. Solutions can be based on innovative commercial models from the conventional licence and services approach where you house and manage the system through to a fully managed service. One such commercial approach is called 'Solution as a Service' where we provide the option of a fully managed service which is paid for through a single regular charge based on system usage avoiding all up-front costs. So whatever the specifics of your particular WMS requirement or the approach you wish to take to procuring the solution, CALIDUS WMS from OBS Logistics is the solution.



CALIDUS TMS is an industry leading solution to manage your transport operations efficiently and effectively.

Whether you are a logistics company operating logistics contracts for a number of clients, or an in-house logistics operation working on a dedicated basis, CALIDUS TMS provides features for:

- ▶ Management of orders at consignment, order and item level
- ▶ Orders captured electronically through flexible EDI capability, on screen or through the CALIDUS Online web portal
- ▶ Managing the execution of the trips from loading and despatch through to final proof of delivery
- ▶ Real-time communications with in-cab or mobile devices for real time data capture as trips are executed – allowing greater visibility and tracking of the fleet and enabling you to record first-hand the outcome of each collection/delivery stop
- ▶ Comprehensive tariff and billing facilities to enable you to charge for the services carried out, which when combined with the in-built costing of vehicle operations provides for trip, vehicle and contract profitability analysis



For more than three decades companies have been using the *CALIDUS* solutions to manage their business critical logistics operations. You can read more about those solutions here and learn more about the customers that use them.



CALIDUS TTM is a web enabled supply chain tracking solution which enables your customers, suppliers and staff to track

inventory levels and orders across your supply chain.

CALIDUS TTM takes information from your ERP and specialist logistics systems and via a web portal provides the following benefits:

- Meeting Product Demand:- by using the ability to monitor inventory levels and orders throughout your supply chain enabling you to ensure that product is available where required to meet existing orders and expected demand,
- Enhanced customer service:- through the ability to track orders from placement through to final proof of delivery
- Service Level Adherence:- by enabling you to monitor the service level of any logistics service providers within your supply chain
- Reduce the workload on your customer service teams:- by enabling your customers to answer their own queries from up to date information.



You can combine the benefits of *CALIDUS* TTM with those of *CALIDUS* ONLINE Ordering and *CALIDUS* EPOD to provide you with an end-to-end web based order management, inventory management and tracking solution.



CALIDUS Vision is an advanced web-based analytical solution that allows you to make sense of the many pieces of disparate

data that exists in your systems throughout the organisation.

Understanding the situation now is the key to good planning and decision making.



Will the orders go out on time?

Do I have enough manpower to finish the job on time?

What is the stock situation right now?

These are just three examples of the kind of question managers and supervisors are asking without the tools to tell the answer as it is right now. With CALIDUS Vision you get a true end-to-end view of your operation that helps you to take effective decisions that will protect your profits and enhance customer satisfaction.

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Turn the page to see some of the World's leading companies that enjoy the benefits of the CALIDUS family of products...

.....



- DHL is part of Deutsche Post DHL. The Group generated revenue of more than €6 billion
- A global network composed of more than 220 countries and territories and over 400,000 employees worldwide
- They have 62,000 vehicles, 25 aircraft and 2,500 sites worldwide
- 310 UK sites with warehousing space of over 34 million sq. feet
- The Supply Chain Division has 230 million sq. metres of warehouse space
- The first global logistics company to set themselves a quantified CO2 efficiency target. By 2020, they intend to improve energy efficiency by 30% compared with 2007
- DHL offer their customers a broad range of products to reduce and offset their carbon emissions.



- £125m turnover
- 1,600 employees with average length of service over 6 years
- 7 depots with over 700,000 sq. feet of warehouse space
- Multi-temperature capability - chill, deep chill and ambient
- A customer base whose volumes range from 10 pallets to 50,000 pallets delivered each week
- Over 100,000 pallets of fresh food delivered each week
- Around 2.5 million tonnes of fresh food delivered each year
- 350 tractor units and 440 refrigerated trailers
- 15 specially-designed extra tall double-deck refrigerated trailers, saving hundreds of food miles across the supply chain



- Located 100 ft beneath the hills of Wiltshire, the Corsham Cellars boasts a dynamic computerised control system, ensuring a constant temperature and favourable humidity.
- Allows fine wine to be laid down for up to 50 years in optimum conditions.
- Encased in solid Bath stone, this natural cellar also provides:
 - 1 million sq. feet of vibration-free storage
 - Protection from ultraviolet and natural light
 - Total security
 - A team of qualified experts dedicated to your business
 - Conditioning Report Images for complete peace of mind - a digital photograph of your stock via email or by post
- Some 10,000 private collectors, investors and wine merchants from 39 countries choose to store their collections here
- Cert Octavian has been in business over 20 years and operates out of five service centres and the prestigious Corsham Cellars.
- UK fleet of over 300 vehicles



- Annual Sales exceed £120m
- They operate a 1,400+ vehicles and trailers
- Employs over 2,500 people
- Three hubs and 52 depots in UK
- Over 700,000 sq. feet of warehouse space

Nightfreight offer a variety of home delivery options:

- One man delivery
- Two man delivery
- Bespoke home delivery options
- "White gloves" delivery where their 2-man division offers delicate handling and a high degree of customer care for 'big ticket' items. Delivery is to a room of choice where goods are unwrapped and assembled.



- Business started in 1922 to provide lighterage on the river Thames
- Around 6,500 employees across Europe.
- Over 1 million sq. meters and 1 million pallet locations across Europe.
- 3,600 vehicles that cover over 150 million miles per year.
- 130 distribution and warehousing operations in Belgium, Germany, Netherlands, Hungary, Ireland, Poland, Spain and the UK.
- The UK's largest shared user network of temperature controlled multi-chambered warehouses - which offer the full range of temperatures from frozen right through chilled to ambient.
- Total annual sales £733m worldwide
- Sales in UK £510m
- Total sites 130
- UK sites 99
- UK Warehousing over 900,000 sq. feet



TNT is in the business of transferring goods and documents around the world tailored to its customers' requirements with a focus on time-definite and / or day-definite pick-up and delivery.

It is TNT's business to deliver the "business" of its customers at the right time and at the right place.

TNT's roots can be traced back to 1752 with the creation of the Dutch postal services.

Key Business Statistics:

- Total sales over £8.5 Billion
- Total sites worldwide 2,400
- Total vehicles in excess of 30,000
- Aircraft 48
- Employs around 160,000 people
- Over 200 countries



Wincanton is a leading European supply chain solutions provider.



They have established leading positions in some of Europe's most demanding markets. They invest in our people and in the technology they work with to drive change and respond to new challenges.

Key Facts & Figures:

- Total sales revenue £2.2 billion
- Total sites 420
- 6,500 vehicles
- Warehousing 28m sq. feet
- Employees 30,000
- Number of locomotives 25



DB Schenker key facts and figures:

- No. 1 in Europe in rail freight
- No. 1 in Europe in land transportation
- No. 2 worldwide in air freight
- No. 3 worldwide in ocean freight
- No. 5 in global contract logistics
- Total sales revenue €5 Billion
- Total sites 3,000, UK sites 20
- UK Warehousing 440,000 sq. feet

DB Schenker Rail:

- Turnover €4 billion
- Over 34,000 Staff
- 341 million tonnes of freight carried
- 5,000 trains per day, 3,600 locomotives
- 113,000 wagons
- DB Schenker Rail (UK), previously known as English, Welsh and Scottish Railway (EWS), is the largest British rail freight company

DB Schenker Logistics

- Turnover €1 billion
- Over 57,000 Staff
- 1,424,000 TEU Ocean freight volume
- 1,032,000 tonnes of air freight

Open Business Solutions Managing Director, David Joynes, has big plans for the future.

“What recession?,” asks Open Business Solutions’ new Managing Director, David Joynes. David joined the company in 2002 as Sales and Marketing Director.

Open Business Solutions is a leading provider of business solutions encompassing the end-to-end business processes for companies in the manufacturing and engineering sectors based on the Infor XA and Infor XS ERP products.

David’s promotion to Managing Director is well deserved having steered the company to the top Infor Affiliate on many occasions. Just recently he was awarded the ‘Top-Spot’ again at the Infor Partner event in Switzerland.

Open Business Solutions has gained an internationally renowned reputation for the implementation and support of the Infor solutions through excellent project management, training and manufacturing consultancy. Joynes openly admits, “Our

Recently we invested in new personnel and facilities to sell, implement and support some of the later products from the Infor portfolio.

We have made a very significant and important investment in a purpose built data-centre with all of the features and resilience you would expect from premises that have been awarded the coveted ISO 27001 information security standard.

The ability to offer a fully managed service is vital to the long term success of a go-ahead business that intends to support its customers in every way it can”

Joynes is keen to maintain the momentum by ensuring that the company can help its customers in these turbulent economic times. *“Only by helping them – our customers - save cost and maximise efficiency will we and they come out of these all the stronger. To do that we must offer solutions that help; a product such as EAM – Enterprise Asset Management is key to that goal.*

.....
Companies such as, PepsiCo, Cummins Power Generation, Dolby Laboratories, Minebea, Centrax and Honeywell have all opted for the services supplied by Open Business Solutions.

.....
You know the types of problems that can occur when your equipment, fleet, and facilities aren’t available, efficient, or reliable.

reputation for delivering successful projects is well known and is down to the strength of our Professional Services and Development teams backing up the commitments made by the sales teams.”

You know the types of problems that can occur when your equipment, fleet, and facilities aren’t available, efficient, or reliable.

Companies such as, PepsiCo, Cummins Power Generation, Dolby Laboratories, Minebea, Centrax and Honeywell are just a few examples of companies that have chosen the services supplied by Open Business Solutions.

Our EAM solutions can make sure that you do not experience these issues and help you meet regulatory requirements and deliver your ‘green’ credentials”, says Joynes

Joynes continues, *“It would be so easy to rely on the success of the companies we have dealt with in the past to see us through the future. We must continue to take on new challenges to retain our Infor top spot position.*

He continues, *“Business Intelligence is also a key element in the success of making the best decision you can, quickly and effectively. When it comes to corporate performance management, you need to get data you can see and believe. You cannot depend on a multitude of spread sheets. You must get it to the decision makers at the time they need it, confident the information is correct. We have products that allow you to do just that.”*

The key to our ongoing success lies in finding ever more customers and making sure that the customers we have are able to get all they need from the best Infor affiliate – Open Business Solutions.

Joynes concludes. *“Our investment in people and facilities may be seen as a risk by some less optimistic, but I believe that we must be ready to be responsive – “timeliness is the currency of the 21st Century”.*



CALIDUS Enterprise Resource Planning goes for 'Double Gold'

Over the past year In2grate Business Solutions has invested in moving CALIDUS ERP, its Enterprise Resource Planning system for specialist businesses onto the latest hardware and software platforms. This investment secures the future for all of the CALIDUS ERP customers that rely on this business critical system to manage the many and varied functions that their companies demand.

CALIDUS ERP is written in PowerBuilder the award-winning development tool that simplifies the building of data driven, business applications. PowerBuilder's revolutionary and proven technology has allowed In2grate Business Solutions to migrate one million lines of code, 350 programs and 200 reports in record time. PowerBuilder is a true .NET language, enabling developers to produce and consume Web Services and .NET assemblies that can be shared with partners, customers, and throughout the enterprise.

In addition to the investment in the latest development platform, CALIDUS ERP now supports the latest database and operating systems. Our choice of database is ORACLE 11g which provides all of the features you would expect from the leading supplier of databases worldwide:

- Protects from server failure, site failure, human error, and reduces planned downtime
- Secures data and enables compliance with unique row-level security, fine-grained auditing, transparent data encryption, and total recall of data
- High-performance data warehousing, online analytic processing, and data mining
- Easily manages entire lifecycle of information for the largest of databases
- Windows Server 2008 R2 builds on the award-winning foundation of Windows Server 2008, expanding existing technology and adding new features to enable IT professionals to increase the reliability and flexibility of their server infrastructures.

So CALIDUS ERP now sits squarely at the front of technology and meets the first of its 'Gold Standard' objectives.

One of In2grate Business Solutions' major customers' is R Platnauer a leading, established UK jewellery designing and manufacturing business. R Platnauer is based in Handsworth Wood, Birmingham and is a significant player in markets for volume 9-carat gold-based jewellery and a wide range of associated giftware.

R Platnauer is a typical CALIDUS ERP user where they demand a system that is flexible and capable of being developed to meet precise requirements. As you may imagine being a jeweller dealing in 'gold' the understanding and decision

making based on gold prices is key to the success of the business.

In2grate Business Solutions has implemented many specific areas of CALIDUS ERP to meet the particular and sometimes unusual demands of R Platnauer. One example is the "Gold Fix" system that controls the pricing of the various metals that R Platnauer deal in such as, titanium, silver, gold and platinum.

Each metal has its own specific price calculations, both from suppliers through to customers. The industry standard for weighing gold and silver metals is the troy ounce.

Gold and silver prices fluctuate daily. In the case of silver, the price is 'fixed' once a day, and for gold it is twice a day. The price is 'fixed' by a consortium of major bullion dealers in the City of London, which meet and agree upon a price.

This fixed price is the price at the exact moment in time at which it is agreed. Within seconds, it may be traded in different prices. The point of the fixing is to allow traders to balance sales and purchase requirements, including orders and quotes from customers. These "fixed" prices are then used by CALIDUS ERP to maintain price quotations, gains and losses on metal price fluctuations etc. This has made an enormous impact on the administration and control of this most important aspect of anyone trading in precious metals.

So both in technology and customer solutions it is clear that CALIDUS ERP has indeed reached for 'Double Gold'.

R PLATNAUER
EST 1918

ORACLE

Microsoft
GOLD CERTIFIED
Partner

Windows Server 2008 R2



Driving improved operational efficiency and cost savings with *CALIDUS* Vision.



Whilst the value of business information has long been recognised in the logistics industry, a new trend is emerging. The need for improved labour management driving even greater operational efficiency and cost savings is fuelling a demand for operational dashboards. As you will read, it is eye opening what can be achieved.

The company has expanded its unique solutions portfolio into Transport Management Systems (*CALIDUS* TMS) and Supply Chain Tracking (*CALIDUS* TTM), the benefits from these new systems have been seen across our clients' overall logistics operations.

Incorporating technologies such as RF, Voice, in cab systems and RFID, when deployed appropriately, provides further opportunities for improved efficiency, accuracy, enhanced customer service and cost reduction.

These benefits are now often taken for granted and companies are seeking further improvements as they are driven by their customers to strive for even greater levels of efficiency and effectiveness whilst maintaining a keen eye on costs.

The unique scope of the *CALIDUS* solutions provides opportunities to realise such other benefits. No company in the market has a more comprehensive suite

of operational logistics solutions than OBS Logistics. Even when these solutions are integrated with other third party solutions such as telematics and in cab EPOD solutions, the *CALIDUS* system remains the keeper of the overall data, providing a single version of the truth for the client's overall operational supply chain.

The obvious next step therefore was to work with clients to see how this information could best be used and the concept of *CALIDUS* Vision - OBS Logistics' operational dashboard was established.

CALIDUS Vision is an advanced analytical tool that allows companies to make sense of the many pieces of disparate data that exists in systems throughout the organisation. With *CALIDUS* Vision you get a true end-to-end view of your operation that helps you make effective decisions that protects profits, improves efficiency and enhances customer satisfaction.

CALIDUS Vision provides two key capabilities:

Firstly, situational awareness which enables operational management to monitor the operation minute by minute. The key areas requiring attention are highlighted so that management can focus on the things that matter and spend their time exactly where it is needed. Readily available visibility of, for example:

- What is happening?
- What is left to pick?
- How long it will take to complete?
- What bottlenecks do we have in goods in?
- How are the drivers coping with today's deliveries?
- What customer service issues could we have if we don't take action?

The list is endless but I am sure that you get the idea. You can then drill down into the detail that backs up these dashboard displays to investigate potential issues further.

Secondly and an equally important aspect of dashboard capability is the historical analysis of how the operations have been performing. This can be key to recognising performance trends and issues which facilitate learning and improvement. With CALIDUS Vision, you are able to measure your performance against preset standards and Key Performance Indicators (KPIs). Valuable information can include picker performance, order fulfilment achievement, how well the drivers have been doing in terms of:

- Driving behaviour
- Fuel usage
- Delivery performance.

Again there are many other possible measures and statistics that can be used to drive improvement.

The benefits OBS Logistics' clients are getting are quite an eye opener. As the Operations Manager of a large shared user pharmaceutical warehouse where CALIDUS Vision is operated alongside CALIDUS WMS with RF commented,

"CALIDUS Vision has allowed me to monitor my pick rate per employee and reduce the total cost of order fulfilment. I now get in excess of 10% more throughput with the same workforce. Now that I can see the benefit of operational awareness, CALIDUS Vision will be used to manage performance in many more parts of the business"

So why did OBS Logistics believe they could succeed with CALIDUS Vision when there are many dashboard products on the market. Dave Renshaw CEO of OBS Logistics is quite clear,

Due Out Date	Order Type	Center	Available	Pick Pending	Pack Pending	Fulfilled
26/11/2011	Home Standard		1			
26/11/2011	Restricted Standard		1			
26/11/2011	Store Orders		1			
24/11/2011	Home Next Day	HCM				1
24/11/2011	Home Standard	HCM	1,000	200		
24/11/2011	Home Standard	HCM				500
24/11/2011	Restricted Standard	HCM	10	5		
24/11/2011	Restricted Standard	HCM				10
24/11/2011	Store Orders		100	100		
24/11/2011	Store Orders	WHN				100
20/11/2011	Home Next Day	HCM				100
20/11/2011	Home Standard	HCM	1	100	10	
20/11/2011	Home Standard	HCM				100
20/11/2011	Restricted Standard	HCM		10		
20/11/2011	Store Orders		1	100	2	
20/11/2011	Home Standard					100
20/11/2011	Restricted Standard					100
20/11/2011	Store Orders					100
20/11/2011	Home 2 working days	HCM				100
21/11/2011	Home Next Day					100
21/11/2011	Home Next Day	HCM				100
21/11/2011	Home Standard					100
21/11/2011	Home Standard	HCM				1,000
21/11/2011	Restricted Standard	HCM				100

"It is a good question, after all general dashboards products have been around for many years but interestingly have not really caught on in the logistics market. The feedback from our clients who now use CALIDUS Vision is simple and very encouraging for us. In CALIDUS Vision they feel that they are not just buying into a dashboard, they are implementing an operational logistics dashboard extension to their operational systems which is designed and implemented by industry experts with knowledge of what logistics operators require. They also take great comfort in the knowledge that it will continue to be developed with that in mind."

Renshaw concluded,

"CALIDUS Vision has been one of the most enabling extensions to our product portfolio. It can be used to drive benefits for our clients by enhancing solutions across their entire supply chain"



About The Anisa Group

The Anisa Group of companies consists of leading suppliers specialising in the delivery of world-class integrated supply chain and extended enterprise solutions.

With a global customer base and an average of one of our solutions going live somewhere in the world every week, our success lies in providing transparency and openness combined with the highest levels of efficiency throughout our customers business processes.

The Anisa Group responds to customer demands by synchronising their entire enterprise from development and engineering, manufacturing, through to warehousing, distribution and transportation operations including their sales and customer relationship management and all their financial accounting needs.

By selecting partners at the forefront of exciting innovations and technologies, we expand our knowledge and fulfil our promise to our customers. We are continually evaluating further opportunities both for organic growth from our existing operations and for expansion through acquisitions and reseller channels.

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