

# Collaborative systems - finally becoming a reality?

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# Collaborative systems

- Learning to collaborate
- Where we are now
- Who is doing what
- Where we go next

# Learning to collaborate



- 1976 - ANA formed
- Growth of bar codes and data interchange
- 1988 – 200 users for Tradacoms

# Learning to collaborate



“One day there  
will even be an  
end to paper  
despatch  
dockets”

Ron Morrell  
Project manager Boots’  
retail accounts,  
1988

# Learning to collaborate



- 1990 - Partnership Sourcing DTI/CBI
- 1991 – Wal\*Mart launches Retail-Link
- 1994 - the arrival of ECR and “Partnershiping”

# Learning to collaborate

“I can see that ultimately we will start sharing basic sales data with some of our suppliers”

Peter Deering  
IT director, Somerfield  
1994



# Learning to collaborate

- 1998 VICS (Voluntary Interindustry Commerce Standards) establishes CPFR committee
- 2000 Launch of GlobalNet Exchange (GNX)



# Trading exchanges

- Delivering on auctions
- Delivering on CPFR?
- Delivering on product development?

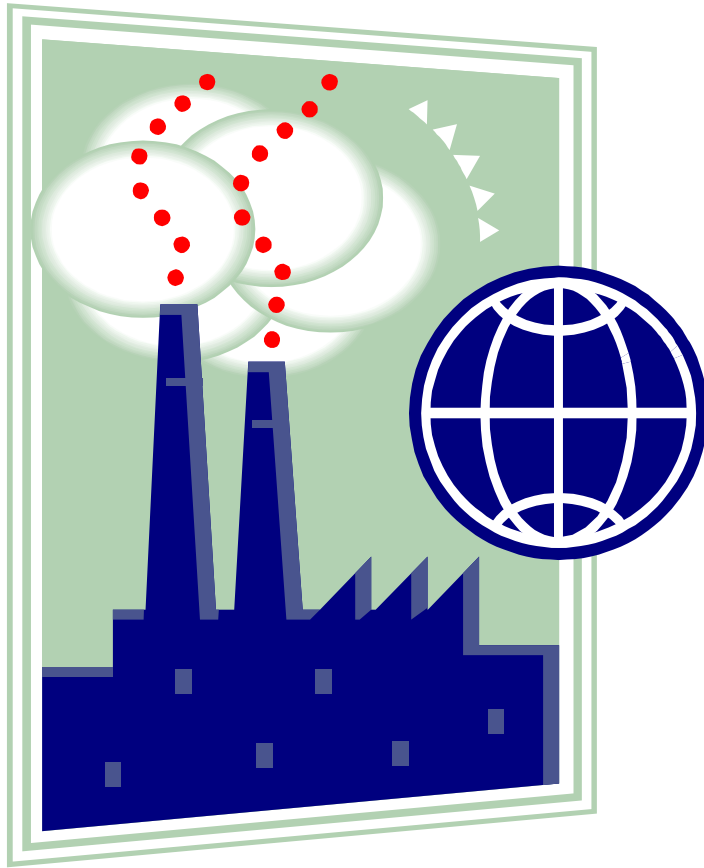
**Public promises vs private execution**

# Where we are now



- From Tradacoms to Electronic Data Interchange to Portals

# Where we are now

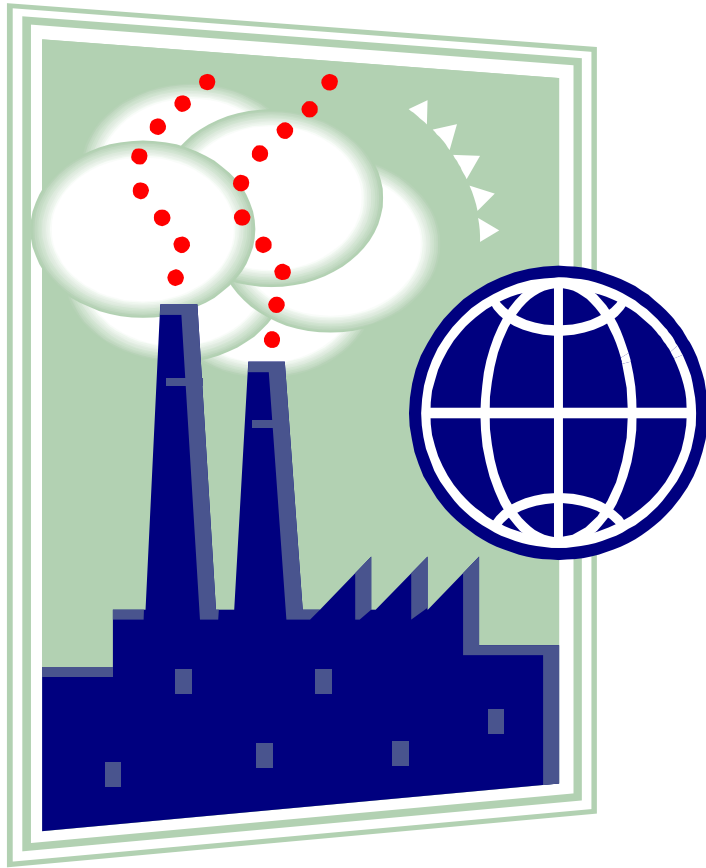


- Space management
- Own-label product development
- Global sourcing
- Logistics

# Space management

- Galleria - Spar, Nisa Today...
  - chilled food sales up 15%
- Cadbury Trebor Bassett
  - new product introductions in one month instead of six

# Where we are now

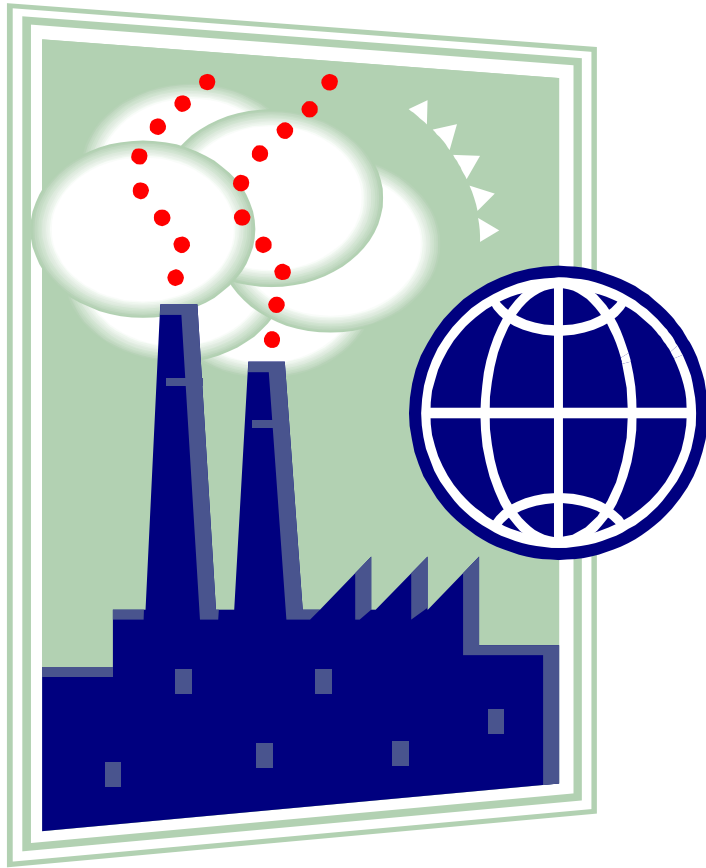


- Own-label product development
- Global sourcing
- Logistics

# Product development

- KarstadtQuelle - buying offices on 25 countries with linked shippers and suppliers
- Sainsbury and GNX

# Where we are now



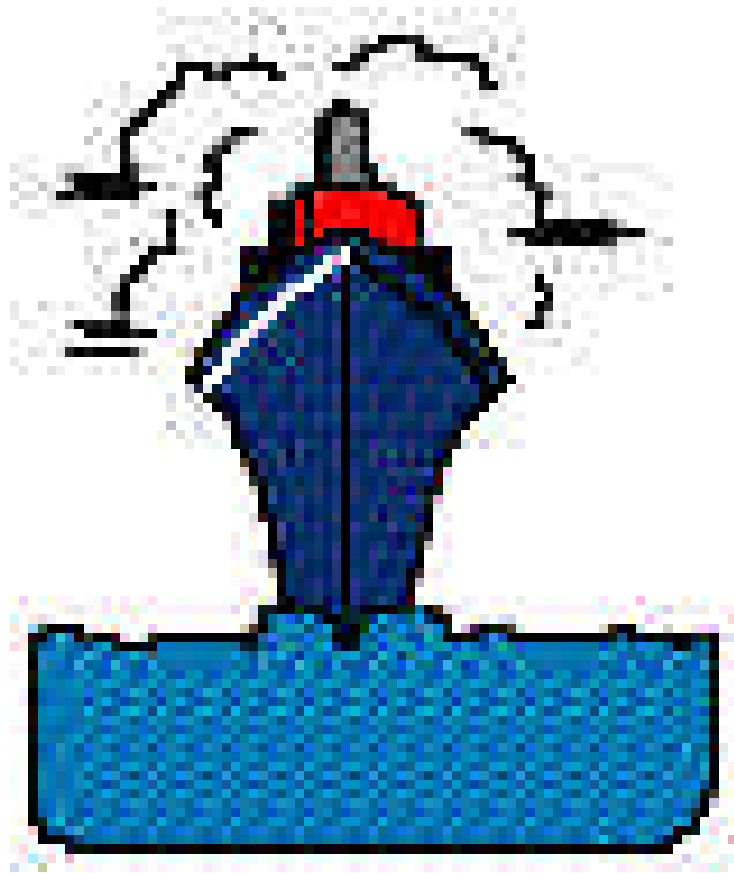
- Global sourcing
- Logistics and the extended supply chain

# Global sourcing



- Cutting out the middle man
- Direct importation
- Customs documentation
- Visibility

# Extending the supply chain



- Raw materials
- Manufacturing
- Logistics
- Distribution
- Stores
- Consumers

**Visibility**

# Data synchronisation



- Developing a common language
- Planning for GTIN and Sunrise 2005
- Global product catalogues

# Where we go next

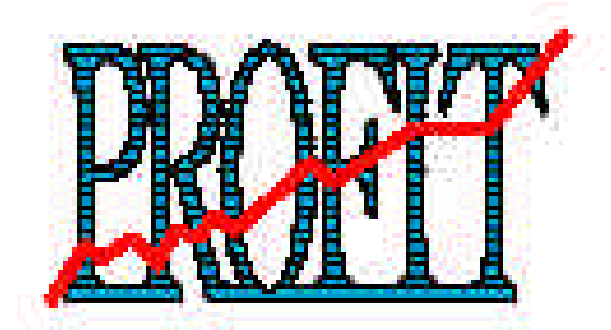
- Floor ready merchandise
- Product lifecycle management
- Revenue optimisation



# Profitable Differentiation

## AMR Research:

- Six Sigma Retailing
- Consumer Demand Management
- Advanced Retail Planning
- Responsive Sourcing



Thank you

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