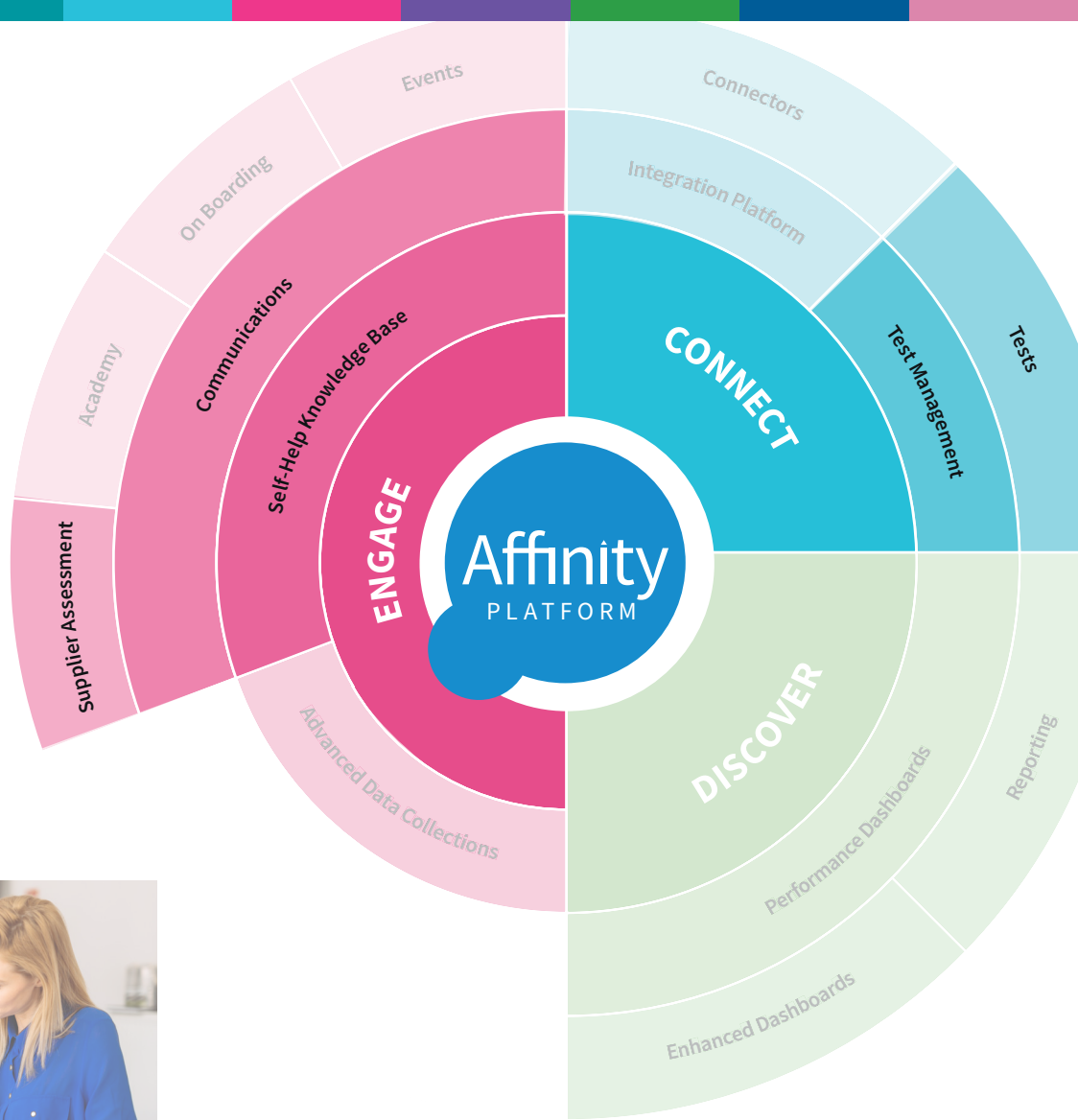




Solutions for Retail Brands

CASE STUDY



Focus: **Bespoke private label**

Bespoke private label system deployed in 7 weeks

A change in private label strategy for a major North American retailer demanded new systems and new processes. With a renewed commitment to private label products, the retailer needed to ensure the right systems were in place for policy, compliance and quality management. Solutions for Retail Brands (S4RB) was selected to provide a new supplier web portal using Affinity™. A rapid deployment was essential, from inception to go-live and the new system was deployed in only seven weeks. This supported the new specification, compliance and quality requirements.

Background

The business requirement was for a root-and-branch update to the quality systems in place and a completely new system for product management. The retailer appreciated the necessity for successful supplier engagement as part of this change program - for example, the need to communicate well and support suppliers through the transition. It was also essential to ensure that neither product quality or compliance would be compromised during the transition, and that existing operations, such as supplier assessments and product quality tests, continued.

Solution

The solution was the Affinity web portal from S4RB, with single-sign-on (SSO) capability to integrate with the other private label systems, such as for specification management, being implemented. Proven and scalable, the benefits of Affinity included its flexible configuration, so S4RB were able to deliver a retailer-branded solution, configured to the retailer's requirements within only seven weeks. The solution included supplier self-help knowledge base and visual management (KPI) dashboards for supplier engagement, supplier communications and supplier performance. Test management completed the platform for benchmark and quality tests as part of the overall private label quality management system.



Impact

Such rapid implementation accelerated system deployment by an estimated four months, with an estimated **\$100k reduction in resource** due to improved efficiency and supplier self-help. Additionally, it meant quality management was not compromised and product panels continued without interruption. S4RB's approach, dubbed 'The S4RB Experience' by their clients, ensured that the retailer's quality program was not impacted.

Without supplier communications and successful engagement, the change in private label systems would have been delayed. Whereas, the supplier web portal and supplier communications ensured suppliers and retail associates had the **knowledge and understanding** to support a successful private label strategy, without risk to product or brand.

Key Facts

- > Saving 4 months
- > Saving est. \$100k in resource
- > Deployed 'live' in only 7 weeks
- > Supplier self-help knowledge base
- > KPI performance dashboard
- > Test management

