



QAD DYNASYS IN

# DISTRIBUTION & WHOLESALE





# DISTRIBUTION & WHOLESALE



## QAD DYNASYS DSCP IS BUILT FOR DISTRIBUTION & WHOLESALE MANUFACTURERS, BUILT FOR YOU

Alongside the traditional models of Business-to-Business and Business-to-Consumer, the emergence of Omni-channel and its ethos of “order anywhere, collect anywhere” has meant the need to closely manage the supply chain network has never been greater. To effectively manage this network of suppliers, distribution centres, stores and customers requires an effective process supported by a tool that is fast, reliable, flexible and collaborative.

### Customer Loyalty

Wholesalers and distributors can no longer rely on the old model of customer loyalty. With changing market conditions they must be flexible and reactive in order to offer the right product, at the right time, at the right place and at the right price. All this must be achieved within the confines of distribution and availability constraints.

Within this very competitive business segment, customer loyalty must be earned and retained by ensuring availability and offering an attractive product range. In order to guarantee the product is in stock for collection or can be delivered to the customer, it is necessary to create accurate forecasts at the right locations to anticipate market trends and plan inventory levels throughout the supply chain network, helping to build a strong brand image.

### Profit Maximization

As information on pricing and availability moves online, customers are now more informed than ever before and can quickly compare alternative suppliers to get the best deal. As a result, organizations must increase competitive advantage by increasing margins which can be obtained through cost reductions within the global supply chain. Companies must optimize and reduce their warehouse stocks and obsolete products, reduce procurement costs by making smart buying decisions and optimizing the load of trucks and containers (grouping orders) in order to maximize their profit across the entire supply chain.

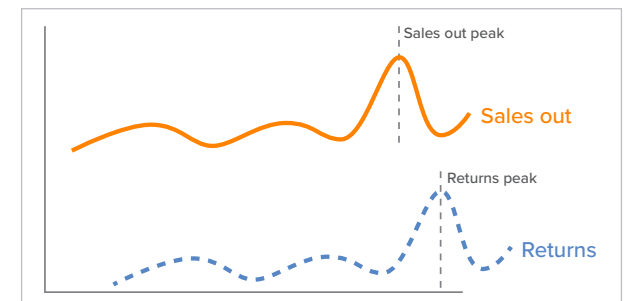
### Internal and External Collaboration

Because of the complex flow of materials, organizations must increase their visibility of the

whole supply chain. Internal collaboration between departments (marketing, sales, procurement, logistics, etc.) creates synergy and enables an efficient and transparent planning process. External collaboration with suppliers, some of whom may have long lead times from the Far East or Americas, enables forward planning and develops a mutually beneficial relationship. Managing supply chain activities in a collaborative way with shared data leads to an agile supply chain organization.

### Omni-Channel

Customers now expect to be able to order anywhere and collect anywhere which means stock availability and visibility of the entire supply chain is critical. Accurate forecasting combined with the correct inventory policy at central and local warehouses is a fundamental enabler to support the omni-channel strategy.



## Returns

The need to manage a high level of returns provides a separate challenge. The seasonality of returns does not necessarily match the seasonality of sales out, meaning a completely separate forecast could be required based on historical returns, rather than just expressed as a percentage of sales out. In some sectors, returns could actually be the biggest supplier of stock and this must be considered within the replenishment model to avoid overstocks when placing new orders on suppliers. The labour resources required to process returns can also be planned to avoid bottlenecks and plan shift patterns and aid longer term training and recruitment strategy.

## VALUE AND BENEFITS

QAD DynaSys deliver Demand & Supply Chain Planning (DSCP) solutions since 1985. Fully customizable workspaces with true exception management provide users with a rich and meaningful system to support decision making.

By using DSCP, our customers are able to:

- Improve Customer Service: shorten delivery times, manage an extended product assortment, have fewer stock-outs, improve product availability, react quickly to demand changes
- Increase Margin: cost reduction in distribution and procurement, reduced stockholding, less obsolescence, reduce lost sales, logistic capacity requirements
- Improve Efficiency: greater visibility of the whole supply chain, enable internal and external collaboration, anticipate procurement requirements, plan the flow of returns and maintain overall control of the supply chain

## BUILT WITH A CLEAR FOCUS

### Focus on Demand Planning

- Generation of sales forecasts based on the analysis of historical data (sales out or EPOS data). Returns forecasts can be calculated separately based on historical returns data.
- Forecast calculation at multiple levels (item, family, warehouse, stores, etc.) management of intermittent demand, automatic 'best-fit' statistical models, slow and fast movers
- Event and promotion management (multiple products on the same promotion, copying of repetitive promotions, cannibalism and halo effects, shipping profiles, EPOS tracking)
- Product life cycle phases are considered in the forecast calculation (introduction, growth, maturity, replacement, decline)
- Management of product substitutions and basing forecasts on existing historical data for new product introductions
- Collaboration with internal and external stakeholders within the tool and/or through Excel
- Management of product assortment, stores opening or closing through step changes
- ABC automatic classification based on forecast volume or value
- Forecast accuracy analysis, budget alignment and customized KPI's driving alerts

### Focus on Procurement Planning

- Definition of ideal planning process according to customer organization
- Integration of parameters and constraints for Suppliers and Items (transport and order

lead times, capacities, delivery multiples and minimums by cube, volume or value, quarantine time, maximum stock and alternative suppliers)

- Procurement calculation and optimization: several planning strategies ranging from simple requirement calculation, grouping of supplier orders (by truck, container or minimum order in cube, volume or value) up to cost based optimization (inventory cost, shortage cost, procurement cost, discounts opportunities, etc.)
- Supplier collaboration: sharing of forecasts and procurement plans
- Definition of order and delivery dates of suppliers

DEMAND & SUPPLY CHAIN PLANNING  
DISTRIBUTORS & WHOLESALERS

GLOBAL NETWORK | REDUCE  
VISIBILITY | COSTS

CONTROL  
SUPPLY CHAIN  
COMPLEXITY

IMPROVE TURNOVER  
& PRODUCT MARGIN

COLLABORATE  
EFFECTIVELY

PLAN, SIMULATE, OPTIMISE  
YOUR GLOBAL SUPPLY CHAIN

## Focus on Distribution & Inventory Planning

- Management of inventory policy to drive stock turn improvement
- Calculation and simulation of safety stocks (service level, safety time, fixed quantity)
- Planning based on warehouse capacities
- Deployment of stock from central and local warehouses
- Alerts such as: projected stock-outs, potential overstock, warehouse capacities all through the distribution network

The DSCP solution includes multi-level hierarchies, multiple units of measure, configurable table and graphical views of data, alerts and exception management.

It enables powerful simulation capabilities and what if scenarios on the whole Supply Chain from the customer to the supplier.

## FUTURE PROOF TECHNOLOGY

### **QAD DynaSys cloud – safe, secure and available.**

DSCP is available in the QAD Cloud. QAD Cloud services are ISO certified and carry SSAE15 SOC 1 Type II certification. Business continuity is assured with comprehensive disaster recovery planning.

**Mobility.** DSCP user experience supports Web, mobile and touch screen user interfaces.

**Analytics.** As the IoT and machine learning deliver a greater number of data points, supply chain solutions must have a best-in-class capability to translate data into trends and decision grade analytics. DSCP seamlessly embeds capability from Qlik, a leading business analytics provider. This provides a beautiful and pleasant to use data experience supporting responsive and accurate decision making.

**In-Memory.** DSCP uses a highly scalable, rapid in-memory data model enabling real time simulation planning and effective decision support.

**Integration.** QAD DynaSys supports integration with QAD, SAP, Sage, JDE, Oracle, Infor, Microsoft and many other ERP and enterprise applications. It uses a data hub approach to exchange supply chain information across the organization and includes tool for building custom integrations.



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