



IBM **Information Management** software

Dayhuff Group Retail Vendor Management

Partner Solution

■ **Target Industry**

Retail

■ **Business Application**

Vendor Management

■ **Products**

IBM Content Manager

IBM FileNet Content Manager

Business Challenge

Retailers often manage thousands of brands, and the bigger the retailer, the broader its vendor base. Keeping pace with an ever-changing marketplace that thrives on change forces retailers to constantly move inventory. Top retailers know that to remain on top, they must obtain the right merchandise at the right price point, and get it on the shelf as quickly as possible. However, there are numerous hurdles that retailers must overcome before an item can be sold.

There is a complex dependency between retailers and their vendors to efficiently obtain merchandise. An inordinate amount of documentation and approval processes accompany each vendor and its merchandise. Retailers must set forth guidelines to ensure that shipments arrive accurately and on time; items are priced correctly; vendor markdowns are reflected appropriately; logos are used properly; brands are merchandised according to vendors' desires; and promotions are set up properly. And with each new item, price modification, or promotion, a colossal domino effect is initiated as retailers scramble to mirror the changes through the order process.

Improving the efficiency and accuracy of supply chain interactions can significantly reduce costs and increase

competitive advantage. According to an August 1, 2005 article in CIO Magazine, AMR Research reports that just a 3% improvement in perfect order fulfillment will increase profits by 1%. A perfect order is not something tangible and is dependent on an efficient, end-to-end interaction between the retailer and vendors/suppliers.

Retailers must remain organized and agile. They battle a continual cycle of change to ensure that fresh, new merchandise is available to meet customer demands. Unfortunately, managing the paperwork and monitoring the processes of incessant cyclical unrest poses significant and time-consuming challenges for retailers.

Solution

Dayhuff Group's Retail Vendor Management is a solution for retailers seeking to streamline and automate tasks related to the initial stages of the order process, ultimately enabling them to place sought-after merchandise on the shelves more quickly. Powered by IBM Enterprise Content Management (ECM) software, Retail Vendor Management allows retailers to reduce the tremendous effort spent in managing vendor relationships, removing the mountains of paperwork from new item set up, while eliminating the tedious routing of documents through approval and administrative cycles.



Using Retail Vendor Management, retailers are able to more efficiently manage all new item set up, pricing and promotions related processes, including the automatic routing of various forms and documents to decision-makers for review and approval. Retail Vendor Management permits information to be processed in hours, rather than days. Vendors are able to submit price adjustment forms and promotional materials to a secure section of a retailer's Web site, signing all related forms and documentation electronically. Forms are then routed automatically through approval processes, and all steps tracked so reports can be run to assess the status of a particular item or vendor. Once approved, automatic notifications are sent both internally and externally with relevant information workflowed to the next department and their systems.



Value Proposition

Retail Vendor Management resolves routine business problems using the power of the Web, drastically reducing costs and improving customer service. Vendors and retailers alike are able to securely monitor each stage of any process, easily responding to questions or instituting additional changes, while reducing promotional development time and overall day-to-day workloads. Additionally, Retail Vendor Management enables retailers to provide customers with the ability to place orders over the Web, as well as obtain answers to frequently asked questions using self-help options.

Company Description

Dayhuff Group specializes in delivering fast, focused, high-quality yet cost-effective ECM solutions. Our range of experience, the scope of our expertise, and our delivery model makes Dayhuff Group a special breed in the technology services field. We put those attributes to work in order to guarantee our clients short-cycle project completion with real-world budgets. The result: innovative, problem-solving technology services that improve efficiency, reduce costs, and increase revenues.

Dayhuff Group's primary areas of focus include:

- **Enterprise Content Management** – We can remove the mountains of paper from your business and automate your workflow by implementing IBM's ECM suite of products.
- **Web Business Enablement** – Solve real business problems using the power of the Web. By implementing customer self-help, content management, order processing, claims entry and much more over the Web, you can drastically reduce cost and improve customer service.
- **Workflow Solutions** – Achieve new levels of productivity, accountability and information accessibility with streamlined business processes at a workgroup or enterprise level and realize measurable ROI.

For more information, please contact:

+1 888 DAYHUFF
sales@dayhuffgroup.com

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3565 Harbor Boulevard
Costa Mesa, CA 92626-1420
USA

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