

# SUCCESS STORY SPORT EYBL & SPORT EXPERTS



The Austrian Sport Eybl & Sports Experts GmbH (SSG) is Austria's largest retailer for sports articles, located in Wels in Upper Austria.

The company's strengths lie in its enormous product mix depth, consistent customer orientation and the high advisory skills of the approx. 2,300 staff.

## SUCCESS STORY

**AX4 is an important tool for the smooth controlling of our logistics. It is globally deployable, immediately available everywhere and drastically facilitates the roll-out. "**

Christian Bauer, Manager Logistics, SSG



### Fit for Future: SSG trims global logistics to peak performance with AX4

Despite times of crisis SSG has been on a growth curve in 2008. At that time there were already 48 outlets – and the company intends to remain on the course of expansion: further shops are supposed to be added until 2014.

In order to accommodate the planned growth the Eybl group is counting on high performance logistics. AXIT AG's internet-based logistics platform AX4 is supposed to contribute to the optimization of respective processes along the supply chain. The Frankenthal-based IT company acts as a strategic partner.



# SUCCESS STORY

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### SUCCESS STORY

As a distributor of branded articles SSG offers well-known sports brands like NIKE and adidas.

Besides that the company produces store brands which are mainly delivered from the Asian region. In order to ensure an optimal flow of both goods and data SSG decided for the use of the logistics platform AX4 in October 2008.

The automation of manual processes and a synchronization of the physical flow of goods and the flow of IT data were supposed to significantly contribute to process optimization.



#### THE REQUIREMENT

A high degree of transparency, operative excellence and secured availability of goods, those are SSG's goals. Central requirement: the handling processes need to be so lean and efficient to allow for a growing volume of turnover and sales without the need to expand the organization.

#### THE SOLUTION

For the brand sales segment AXIT has integrated the suppliers via EDI (Electronic Data Interchange) – Clearing. The EDI-Clearing service allows for the exchange of structured business data using standardized formats. This way SSG is able to communicate seamlessly and without delays with their large suppliers like Nike, adidas and Falke. The procedure is plain and simple: SSG's order data is transferred as an internal order format from their ERP system to AXIT. There the data is converted into the format requested by the supplier and sent on. Order confirmations, delivery order data, price catalogues etc. sent by the suppliers are processed in the same way and automatically sent to SSG's system. The mere translation of data allows for a secured connection in a very short time at minimal operating cost.

**For SSG's store brands** the integration of the mainly small, globally spread out suppliers was more challenging. The reason: as opposed to the mere EDI Clearing project for the brand suppliers the entire global supply chain management for the store brands is controlled by SSG themselves. Also the number of suppliers to be integrated for this segment is much higher and they mainly have little knowledge about EDI. SSG employs the logistics platform AX4 for the IT integration of these suppliers. The internet-based tool controls the entire process chain – from order transmission (e.g. to Asian suppliers) to pick-up and the transport up to the delivery to SSG's warehouse.

The control of the physical transports lies with the logistics provider Panalpina. SSG send their orders to AX4. Through a simple web access all suppliers worldwide can view their order, confirm it or submit changes. Finally the supplier notifies Panalpina of his readiness to ship with a „ready-to-shipment“-message. Panalpina's staff see the data reported by the supplier and create shipments for the pre-carriage to the port as well as packing lists for the individual containers. Additionally SSG receives the tracking data which Panalpina reported to AX4 and the estimated date of delivery. This data is available via web or is transmitted directly into SSG's AXAPTA ERP system via interface.

#### THE RESULT

SSG is convinced of the cooperation with AXIT. With the logistics platform AX4 SSG is able to manage the parties involved worldwide, across companies, through workflows. At the same time transport cost and stock can be reduced due to consolidation effects.

**SSG is successful at preparing the planned growth process in a very short time.**

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