This Frost & Sullivan case study features the company profile of SnT Global Sdn Bhd and discusses its unique value proposition and service differentiation with respect to the outsourcing industry in Malaysia. SnT Global Sdn Bhd is a leading BPO solutions provider in the country that offers outsourcing solutions in areas of lead logistics management and professional consulting services.
CLIENT SUCCESS STORY

SnT Global Sdn Bhd (SnT) has efficiently set-up a customized warehouse facility and provides seamless execution of supply chain services including warehousing, distribution and value-added services to Robinson & Co. Limited (Robinsons).

ABOUT ROBINSONS

Robinson & Co. Limited is a retail company which has department stores in Singapore and Malaysia. The company owns the Robinsons department store, John Little in Singapore and has franchise outlets of Marks and Spencer in both countries. It is now part of the UAE-based Al-Futtaim Group.

Robinson & Co. was established on February 25, 1858 and was then known as Spicer and Robinson. It was renamed to Robinson & Co. in October 1859.

The company has grown into one of Singapore and Malaysia’s most renowned department stores. Robinsons celebrated their 150th Anniversary in 2008.

“With only a few months into operation, SnT has already met all the service level agreements. Their willingness to go the extra mile and understand the Robinson business has shortened the learning time.”

Mr. Shia Yew Peck
General Manager,
Finance & Administration
Robinsons & Co. Singapore Pte Ltd

SUMMARY

SnT was selected as the logistic outsourcing partner for Robinsons in 2012. SnT’s scope of work includes warehouse and transportation management, logistical consulting, provision of manpower, vendor and information management.

Benefits of the engagement:

- SnT helped to setup a customized warehouse facility
- Efficiently handled high goods traffic during peak sales season
- SnT worked with freight forwarders for effective route planning, traffic and journey management of goods
- The experienced team of SnT provides seamless execution of fulfillment from warehouse to shops

BUSINESS CHALLENGE

In 2012, as the contract with the earlier vendor was nearing renewal, Robinsons was looking for other credible logistics partners to outsource its warehousing and delivery services in the region.

The selection criteria for the vendor were based on parameters such as expertise and experience in the areas of warehouse and transportation management, ability to understand Robinson’s business and provide seamless integration of processes and value added supply chain services.

SOLUTION PROVIDED

With its prior experience in handling the transportation and delivery arm for Robinson Malaysia, SnT was selected as the preferred outsourcing partner for the warehousing services in November 2012.

SnT’s scope of work for Robinson goes beyond merely the physical flow of the products and encompasses logistical consulting, vendor management and process and information management.
Under warehouse management SnT handles goods receipt, storage, pick and pack services. It provides a state of the art warehouse centre spread over 37,000sqft with well defined custom built rack systems for systematic storage of different types of goods (clothes and footwear). It also provides IT-supported project management services including status reporting and inventory management for Robinson shops.

Through its eLogistics platform called "HeLP", SnT enables end-to-end integration of the warehousing and delivery services to Robinson’s existing business processes. It works closely with the freight forwarders for the organization and coordination of worldwide transports (United Kingdom, Sri Lanka and China) and smooth delivery of the goods from the Malaysia hub to the SnT warehouse.

RESULTS AND BENEFITS

SnT’s commitment to meeting timelines was highlighted during the transitioning of the warehouse facilities from the beginning of the engagement. Despite the challenge of being a new warehouse vendor, SnT with the support from Robinson successfully setup the custom built rack systems within the minimum turnaround time (of less than a month) and managed the operations to efficiently handle the high volume of goods traffic.

It has worked with the freight forwarders for the effective route planning, traffic and journey management of goods and enabled faster delivery from the hub to the warehouse. Its experienced team of supervisory and managerial staff have effectively managed the seamless execution of fulfilment from warehouse to shops.

SnT has been very proactive and responsive to Robinson’s sales cycles. It has mobilized additional resources and accommodated the need for operating over weekends during the peak sales period.

SnT is the primary contact for all logistical matters - operative and strategic, of Robinson in the region. Moving forward, it is working on further reducing the operating costs of Robinson. The SnT e-fulfilment hub in Johor is expected to help in meeting this goal.

“Our focus was to help Robinson in the smooth flow of their business. We see ourselves as a part of an extension of our clients. We believe in mutual accountability, open communications and fairness as essential ingredients to a long-term business relationship”

Mr David Wong, Founder & CEO, SnT.
FACTS ABOUT SnT

- **Ownership:** Private (MSC status in 2000)
- **Employee Strength:** 400 (150 direct employees + 250 contract)
- **Headquarters:** Kuala Lumpur
- **Regional presence:** Malaysia, Singapore, Thailand, China

Source: SnT

**PORTFOLIO OF SERVICES**

SnT offers total logistics services including distribution and supply chain execution from order fulfilment to transportation and warehousing. It reviews, analyzes and helps with improvements to upgrade the supply chain execution processes of its clients.

**SERVICE OFFERINGS OF SnT**

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Source: SnT

It serves as a clearing house for collecting and analyzing performance metrics and efficient tracking of goods along the supply chain. It helps to manage trading partner relationships of customers. It provides shipment planning, order fulfilment and last mile delivery using SnT’s resources and logistic network. It also provides multi-vendor management, service level agreement (SLA) management, customer satisfaction surveys and problem trend analysis services.

SnT complements its portfolio of core services with professional consultancy services. It spends the first few to understand the ‘as-is’ operation and analyse gaps before entering the planning and execution phase. It helps clients to make significant improvements to their existing operations such as reduced delivery time and costs, improved inventory and transportation performance. Its professional services include Business Processes and Supply Chain optimization strategy, Solution and Business Partner Selection - vendor qualification, evaluation and selection, Business Process Improvement and Monitoring, Project Management, Enterprise Systems Integration, Customer Relationship Management, Change Management and Knowledge Management.
SnT utilizes cutting edge technologies as enablers to support and enhance its client’s value chain. The BPO services from SnT are supported by the customized and award-winning proprietary system, eLogistics platform called Hosted eLogistics Platform (HeLP). HeLP is a software solution designed to enable seamless integration into the client’s existing business processes. It encompasses end-to-end processes from order management through logistics and helps to reduce the cost of deployment and management of the each part of the process. It strings together logistics service providers in areas of shipment delivery services, movement visibility and inventory management linking storage information to the buying process. This enables SnT to provide cost effective outsourcing solutions to its clients via a single point of contact.

SnT translates strategy into operational execution with measurable results through end to end integration of various components in the value chain. It offers logistics management services along with consultancy and advisory services in a package. This enables it to help clients understand the ‘what’ and ‘how’ of improving the supply chain results and provide complete solutions.

SnT has strong alliances and partnerships with best in class providers to accelerate the provision of timely and total supply chain solutions. Some of its partners are technology giants such as Microsoft and world class integrated service providers like DHL, Gates Logistics, Asonic and TOLL. Through these partnerships, SnT is able to expand its freight capability into multimodal transportation (sea, air and road freight) and offer its services to customers globally with strong focus in Asia.

The company has diversified experience across industries including information and communication technology (ICT), consumer electronics, paper and pulp and fast moving consumer goods sector (FMCG).

SnT is a well renowned name in the logistics outsourcing industry in the ASEAN region and Malaysia in particular. It has pioneer status recognition and support from the government. In line with the initiatives for growth of e-commerce in the region, SnT is pioneering the setting up of an e-fulfilment hub in Johor. The perceived result of this project is significant advantage in fulfilment services to the ASEAN region. This include reduction of cost and provision of integrated logistic services to regional and online ecommerce operators.

FROST AND SULLIVAN COMMENTARY

As businesses continue to expand and the importance of global trade grows, logistics and supply chain management become vital pillars of business strategy planning. With technology permeating within all industries, it has become a primary tool to increase efficiency and reduce costs in the logistics and supply chain process too. SnT is well-positioned with the right resources to integrate people, processes and technology to provide effective logistics outsourcing solutions to its clients. It is also continuously striving to enhance its internal processes and develop more efficient business models to accommodate new challenges and requirements in the logistics space and become the Integrated Logistics BPO service provider for the ASEAN region (Malaysia, Singapore, Thailand and Indonesia).
ABOUT MDEC

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically drive the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

In 2011, 15 years after the introduction and successful implementation of MSC Malaysia, MDeC’s mandate was broadened by the Prime Minister to include driving Malaysia’s transition towards a developed digital economy by 2020 through Digital Malaysia. Following this, in 2012, Digital Malaysia was official unveiled as the national transformation programme to achieve this aim.

Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. It will drive wealth creation, stimulate efficiency and enhance quality-of-life by harnessing and building upon Malaysia’s varied ICT initiatives, resulting in a nation that connects and empowers government, businesses and citizens through a vibrant and demand-focused digital ecosystem.

Contact:

Tel: (03) 8315 3000

Email: clic@mdec.com.my

Website: http://www.mscmalaysia.my
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Contact
Tel: (03) 6204 5800
Email: apacfrost@frost.com
Website: www.frost.com

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