

Case: NEC Infrontia Asia Pacific Sdn Bhd
Region: Asia Pacific
Results: Lower operating cost without sacrificing operations standards, reduction of inventory in the supply chain, faster time to market.

Our client is NEC Infrontia Asia Pacific (NECIAP), a joint venture between NEC Infrontia Corporation of Japan and SnT Group, a developer and administrator of e-fulfillment systems in Asia.

NECIAP is positioned to be the administrator of NEC Infrontia's key telephone business in Asia and to be a base for expanding those telephone operations in Asian countries (including China) located along the Pacific Rim. The new company will implement direct model marketing; based on the SnT's know-how regarding e-fulfillment systems, and achieve fast product delivery at low cost. To do this, it will open call centers for accepting inbound orders directly from clients and will also establish an e-Hub (electronically-managed distribution center) on the premises of NEC Infrontia Thai Ltd., our main key telephone system manufacturing plant. These steps are being taken to simplify marketing channels, develop a system for delivering products directly from plants to clients, and ensure a speedy supply of products. Simultaneously, the company will try to increase price competitiveness and raise levels of customer satisfaction by eliminating intermediate margin transactions and reducing inventory. Direct Model have already been adopted by PC related industries. However, this will become a new challenge for key telephone systems business to introduce a method of this kind.

The demand for key telephone systems is expected to increase in Asia. The key telephone markets in respective Asian countries, however, will remain relatively small. Regional demand centers on products in the low price range. Therefore, establishing a flexible marketing organization based on supply chain management (SCM) is the key to expanding business in Asia.

Business Process Outsourcing

To realize a SCM execution platform in a short time frame with lower investment, NECIAP has outsourced the fulfillment business processes and services from NEC. SnT's fulfillment business process outsourcing (BPO) comprises much more than the conventional delivery or warehousing related functional services to move products physically. Rather, it is an information driven integrated function that stretches from the vendor to the end customers. SnT's fulfillment BPO thus goes beyond merely the physical flow of the products but also encompasses the process and information management necessary to optimize NECIAP's fulfillment activities.

In summary, the services provided by SnT to NECIAP are:

1. Call Center Services
 - Order Management services that includes order taking and management, order routing to NEC manufacturing, priority handling, and order expediting
 - Expectation management
 - KPI management

2. Customer Relationship Management
 - Account and contact management
 - Marketing and Promotional Campaigning
 - Multi-channel reach (email, telephony, direct mail, online Web)
3. Transportation Management
 - Delivery order generation and scheduling
 - Route planning, traffic and journey management
 - Multi-modal freight and forwarding services
 - Physical handling and delivery services
 - Installation services (optional)
4. Warehousing Management
 - Goods receipt, storage, pick and pack services
 - Inventory management
 - Security management
 - JIT, VMI, Kanban services
5. After Sales Support
 - Superior complain and service request handling and logging
 - Rules based escalation process
 - KPI management
 - Technical servicing capability
 - Product and Service warranty administration

Hosted eLogistics Platform (HELP)

The above BPO services will be powered by SnT's technology platform is named Hosted eLogistics Platform (HeLP™). HeLP is a solution that:

- Facilitates collaboration between systems
- Obtains data at single source
- Allows seamless end-to-end logistics information execution
- Provides meaningful and end-to-end visibility and event management

HeLP ensures data is collected at source accurately (eg: prerequisite data is collected from a single data source), aggregated correctly and disseminated timely to the various consortiums to facilitate a new era of supply chain execution efficiency.

For the NECIAP project, the applications that were identified to be seamlessly linked are:

- OMS (Order Management System)
- eHub Series (Warehouse Management System)
- eCRM (Customer Relationship Management)
- eGlomets (Executive Information System)
- EMC (Messaging Engine)

Solution Component	SnT's Product Solution Suite	Summary of Functionalities
Event Management Controller	EMC	<p>The EMC is the core application HeLP. Conceived as a workflow coordinator to integrate Customer facing activities with those of fulfillment and after sales support. Its primary role is to capture, orchestrate inter system data flows.</p> <p>This effectively allows EMC to create events in the entire e-fulfillment process and provide a global track & trace, data mining and KPI reporting. EMC also ensure execution is tightly controlled across various execution systems.</p>
Order Management System	OMS	OMS enables multi-channel sales engagement. These interactions include order processing, credit and inventory validation, invoicing, shipment reporting and customer profile setup.
Customer Relationship Management	eCRM	<p>eCRM is a contact management and help desk system support tool. eCRM is integrated to HeLP and can be accessible anywhere , anytime via web technology. eCRM is based on the following technology:</p> <ol style="list-style-type: none"> 1. Streamline eTouch Point call handling, routing and messaging operations. Service request and product inquiries. 2. Automated Assistant provides call routing and message taking capabilities and provides outside callers to listen to a customized recorded announcement that identifies your company and provide them with options to route their calls.
Track & Trace and Event Management Systems	eTraX	A supply chain execution event management application that allows companies to monitor their supply chain processes. In addition to standard shipment movement and location details, eTraX allows application of business rules to objects being tracked.
Executive Information Systems	eGlomets	A powerful EIS that works intuitively with various databases, eGlomets (Global Metrics) allow meaningful KPIs to be constructed and computed at will from all the data visibility afforded by HeLP, providing an efficient way to mine the vast data present in HeLP to generate management report, trend analysis and enable milestones monitoring.

It is crucial to be able to integrate data, applications and workflow across a variety of platforms in a seamless plug-and-play fashion – and over a wide geographic swath. We can then define and customize business rules and business intelligence to optimize logistics processes across organizations and even industries. This platform can then drive significant improvements in processes based on the latest innovations in IT at a very much more affordable price than previously possible, resulting in a high level of competitiveness.

HELP is such a platform.