

Demand and Insights Sharing with Suppliers



CUSTOMER Keells (John Keells Holdings PLC)
SEGMENT Supermarket
PRODUCT Supplier Collaboration Platform

CHALLENGES

Category planning and execution is a collaborative process where suppliers play a key role in achieving success. With existing processes suppliers had limited view to key signals and insights to make better planning decisions. Keells faced the following challenges in that regard:

- There was an absence of a standard mechanism to share stock and sales reports with suppliers. These were shared on an ad-hoc basis with significant manual efforts.
- Demand indicators such as forecast and replenishment plans were shared individually with suppliers per mail. These were usually not up to speed and required significant manual intervention

These challenges were faced by the Category Manager and Suppliers.

SOLUTION

Keells Super implemented Keells Advance Network Exchange (KANE), a robust web-based supplier-retailer collaboration platform based on Algomony’s Supplier Collaboration Platform, for streamlining supplier processes and boosting time-to-insight.

Role	Before	After
AP processor	<p>Insights Sharing</p> <ol style="list-style-type: none"> 1. Extract stock and sales data from SAP 2. Filter the data based on supplier requirement 3. Share report with supplier per mail <p>Demand Signal Sharing</p> <ol style="list-style-type: none"> 4. Shares monthly FCT, Promotional FCT, and seasonal FCTs with individual suppliers per mail 5. Get confirmation from all suppliers by following up with emails and calls 	<p>Insights Sharing</p> <ol style="list-style-type: none"> 1. Directly runs “Stock-Position” & “Sales Growth” insights sharing features in KANE portal with required filters. The reports are automatically shared with suppliers. <p>Demand Signal Sharing</p> <ol style="list-style-type: none"> 1. Share Monthly FCT, Promotional FCT, and Seasonal FCTs with suppliers in one go through the KANE portal. 2. Monitor and notify suppliers to respond within set deadline through KANE portal
Supplier	<ol style="list-style-type: none"> 1. Address and acknowledge multiple phone calls and email chains requiring action. 	<ol style="list-style-type: none"> 1. Acknowledge and note key information and respond to retailer requests on a centralized KANE portal

BENEFITS



Suppliers gained clear visibility into demand indicators and insights, facilitating effective planning.



Decreased need for repetitive communication to exchange insights, obtain acknowledgements, and execute actions leading to enhanced productivity and agility in the supply chain.



“Since implementing the KANE portal, our supplier collaboration has significantly improved. Data accessibility for our suppliers has increased, providing them with valuable insights they previously didn’t have access to. This has streamlined the process of sharing forecasts and receiving supplier confirmations, resulting in significant time savings and enhancing our relationships with suppliers. KANE has proven to be an invaluable tool in our ongoing efforts to optimize supply chain management efficiency.”

Lakna Gunasekera

Manager

Supply Chain Management



“Transitioning to the KANE portal has revolutionized our approach to communication with retailers. We’ve bid farewell to the chaos of multiple channels, now efficiently acknowledging and responding to requests in one centralized platform. This shift not only reduces our communication gap but also keeps us constantly attuned to vital insights from the retail ground reality, driving our responsiveness and efficiency to new heights.”

Chamika Herath

Customer Service

Unilever, Sri Lanka