ALGONOMY

Keells

CASE STUDY

Digital Catalog Management

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

🎯 CHALLENGES

The management of the product catalog was predominantly a manual task, involving the completion of Excel sheets, updates to a manual system, and adjustments to a range document. Consequently, Keells encountered several challenges:

- Onboarding new products was consistently delayed and took weeks.
- Suppliers and category managers had to communicate through messages and calls to obtain the final listing document, placing a significant burden on bandwidth.
- The capability to track changes in the product master was not enabled.

These challenges were spread across multiple roles in the organization including category manager, head of the department, supplier and master data manager.

💡 SOLUTION

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

Role	Before	After
Category Manager	1. Reviews the product details and shares feedback with supplier through messages and calls 2. Negotiates on commercial requirements through messages and calls 3. Completes the listing form and shares the document through mail with HOD for approval 4. Logs the new product listing through help desk	1. Reviews the product details and share feedback with supplier through KANE 2. Negotiates on commercial requirements through KANE system 3. Completes listing form and shares with HOD through KANE portal, that notifies HOD
Supplier	1. Shares product details with listing form provided by category manager 2. Negotiates with category manager on commercial aspects through email/calls.	1. Directly fills in product details in required template through KANE system 2. Gets notified on updates and negotiates for commercial contract on KANE portal
Master Data Manager	1. Gets new product listing ticket, fills in the template and shares with IT 2. IT verifies and updates the system	1. Post approval from HOD, MDM updates the required fields and directly submits to the system

BENEFITS

Achieved an 85% acceleration in product listing compared to the previous process, utilizing a centralized communication platform.

Implementation of a tracking system for product listings and revisions, ensuring future reference and management.

Complete transparency of product onboarding - product details, contract negotiation and approval for supplier

"From streamlined communication with suppliers to negotiating commercial requirements, everything is now seamlessly integrated. Completing listing forms and obtaining HOD approval is quick and efficient through the KANE portal, providing a hassle-free experience and boosting overall efficiency."

Tharindu Dias
Category Manager
Head - Range, Space & Merchandising

"KANE has simplified our product listing process. Instead of going back and forth with category managers, we now directly fill in product details using the KANE system's template. This streamlined approach saves time and enhances efficiency, eliminating the need for negotiations on commercial aspects separately."

Chamika Herath
Customer Service
Unilever, Sri Lanka

"KANE has transformed our approach to product listings. Following HOD approval, we effortlessly handle required field updates, submitting directly to the system. This has significantly reduced dependencies on IT and streamlined our workflow for enhanced efficiency."

Shanuka Dilshan
Master Data Manager
Consultant - SAP Support