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Peng Xiong, IT Director, Better Life Commercial Chain Share Co Ltd (BuBuGao)



BuBuGao drives supply chain efficiency with Manhattan’s Warehouse Management solution

INEFFICIENT MANUAL DATA-HANDLING PROCESS JEOPARDIZED OVERALL PERFORMANCE

Better Life Commercial Chain Share Co Ltd (BuBuGao) is a rapidly growing, leading operator of supermarkets and department stores, with a strong base in Central China and focusing on the wholesale and retail of grocery products and household electrical appliances.

BuBuGao is listed on the Shenzhen Stock Exchange, operates more than 100 stores in China’s Hunan and Jiangxi Provinces and employs over 30,000 people. The company previously relied on several software solutions to support its logistics requirements, however the disparate systems it used were difficult to manage and expensive to scale, so finally it decided to replace them. Some processes in the old systems relied on manual data handling and so the availability and accuracy of data was no longer acceptable. In addition, the old system was difficult to scale which meant that stability was negatively impacted whilst upgrading the system. All these problems affected the whole supply chain, especially in the transportation management area. Hampered by a lack of suitable software functionality, data was usually collected in handwritten notes and later filed or typed into an Excel spreadsheet. By the time these handwritten notes had been reviewed, the produce was often already loaded onto a truck and on its way to retail outlets.

“Inefficient information management processes made any type of rapid response difficult. Besides that, product traceability was another quality control issue compromised by inefficient information management. We saw an urgent need for a coherent supply chain system to support our rapid business growth,” said Peng Xiong, IT Director, BuBuGao.

Headquarters: Hunan, China
Distribution centres: Two main warehouses, each of which is 23,000 sq. m. (approx. 250,000 sq. ft.)
Stock Keeping Units (SKUs): 9000
Manhattan solution: Warehouse Management

Challenge:
 A difficult-to-manage legacy system made warehouse management inefficient and inaccurate.

Goal:
 Improve supply chain efficiency and data integrity.

Solution:
 Manhattan’s Warehouse Management solution

Results:
 Streamlined operations, reduced operating costs and most importantly better data integrity throughout the supply chain.

INDUSTRY-LEADING SOLUTIONS STREAMLINE OPERATIONS, REDUCE COSTS AND ENSURE DATA INTEGRITY

BuBuGao kicked-off the project and within a short six months, Manhattan Associates' professional service team had successfully implemented the solution across BuBuGao's warehouses in the Hunan and Jiangxi Provinces.

Manhattan Associates' Warehouse Management solution provides a single, secure system platform that simultaneously shares and consolidates data across warehouses, suppliers and retail outlets. It enabled BuBuGao to replace its legacy systems with a centralised platform that optimises its entire replenishment process by automating time-consuming steps such as order preparation, stock checking and data analysis.

After implementing Manhattan's solution, BuBuGao significantly increased warehouse management efficiency and was able to exchange valuable item, price, and promotion information with manufacturers, suppliers and retail outlets across the country.

"Data accuracy and integrity is essential and must not be compromised. Manhattan Associates' system will give us centralised control over our operations and significantly improved data visibility and accuracy. With its complete inventory management capabilities, we will be able to track data on every unit and improve the accuracy of every order we fulfil. In addition, the rock-solid stability and rich functionality of the Warehouse Management solution will enable us to reduce the man-hours and costs associated with distribution planning, improve our retail operations and ultimately increase overall customer satisfaction levels," Peng added.

Manhattan Associates' industry-leading Warehouse Management system is a highly configurable solution with rich functionality that automates every link in the most complex supply chains and helps companies cut costs by reducing errors and improving efficiency.



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Peng Xiong, IT Director, BuBuGao



"With Manhattan Associates' advanced technology and strong service capability in China, we are now able to operate in an efficient manner. The system go-live was well managed by Manhattan Associates and went without a hitch. Following our success with Manhattan in the Hunan Province, we are confident we can now deploy Manhattan's proven, templated supply chain solution for the retail industry at other warehouses in the Hunan and Jiangxi Provinces."

BuBuGao has been running the system for three months and the company is already seeing the benefits of improved visibility and responsiveness to customer requests. "Looking ahead over the next three to five years, we expect to extend our investment in Manhattan's systems as we seek to further optimise inventory and labour management across our supply chain operations," Peng concluded.