



COOP Denmark
Integrated Supply Chain

Michael Duus

Business process owner

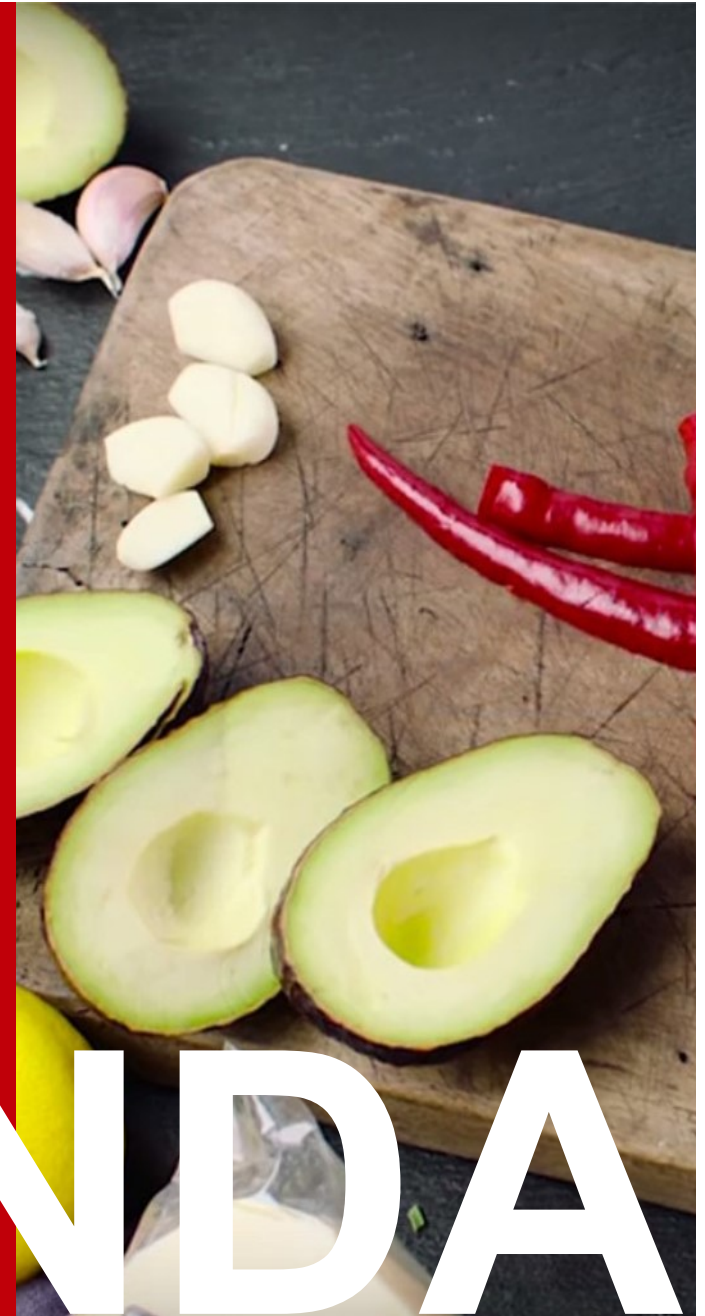
Cand.Merc. SCM

Roles in Coop Denmark

- ❖ Supply Chain Manager, Nonfood
- ❖ Responsible for Relex implementation
- ❖ Logistic responsible for SAP implementation

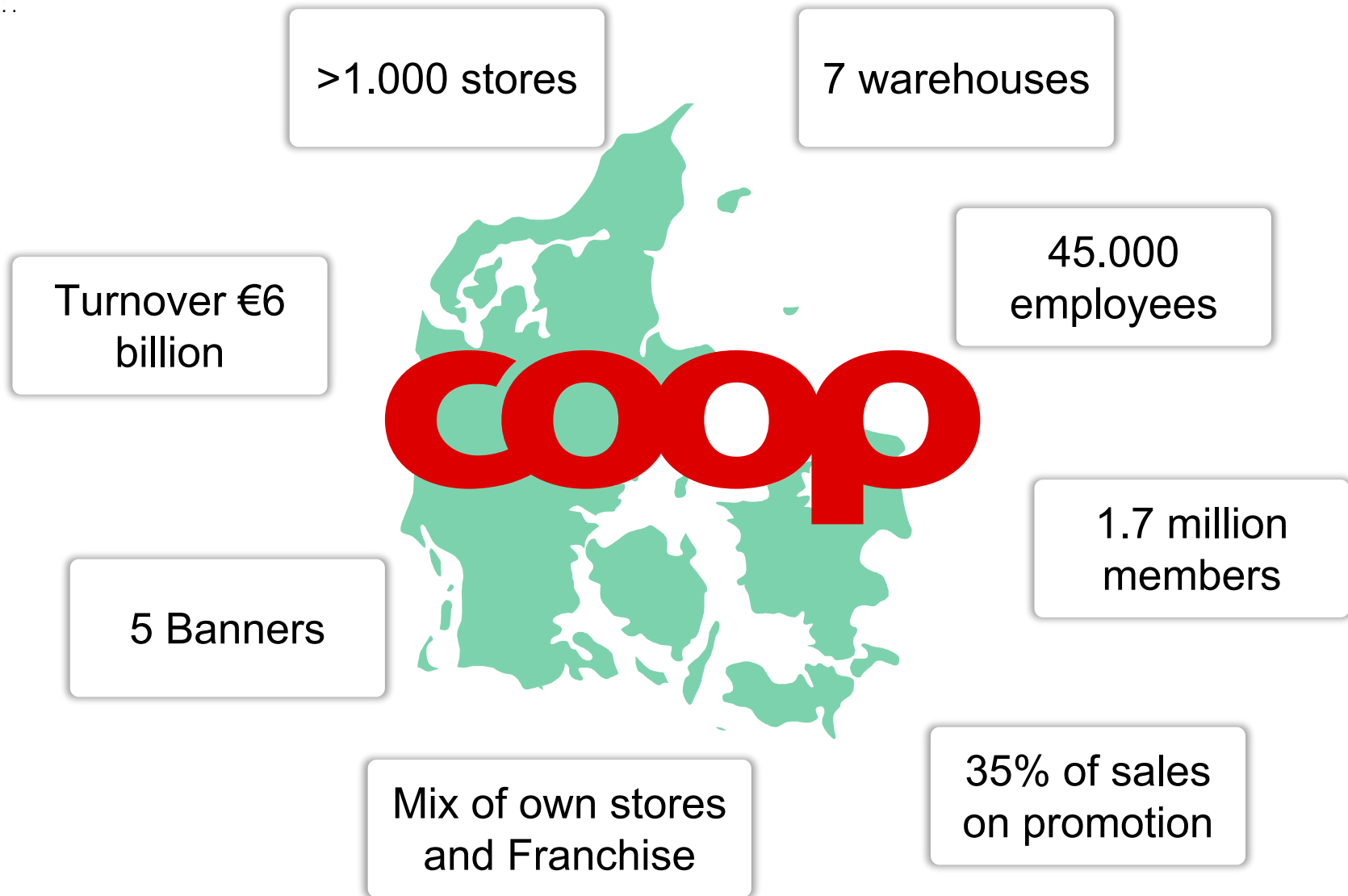


1. Introduction
2. Our vision
3. New Forecast & Replenishment process
4. The implementation
5. Next step and questions



AGENDA

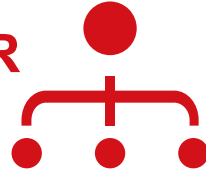
The Coop Business



A more
LOCAL
Coop



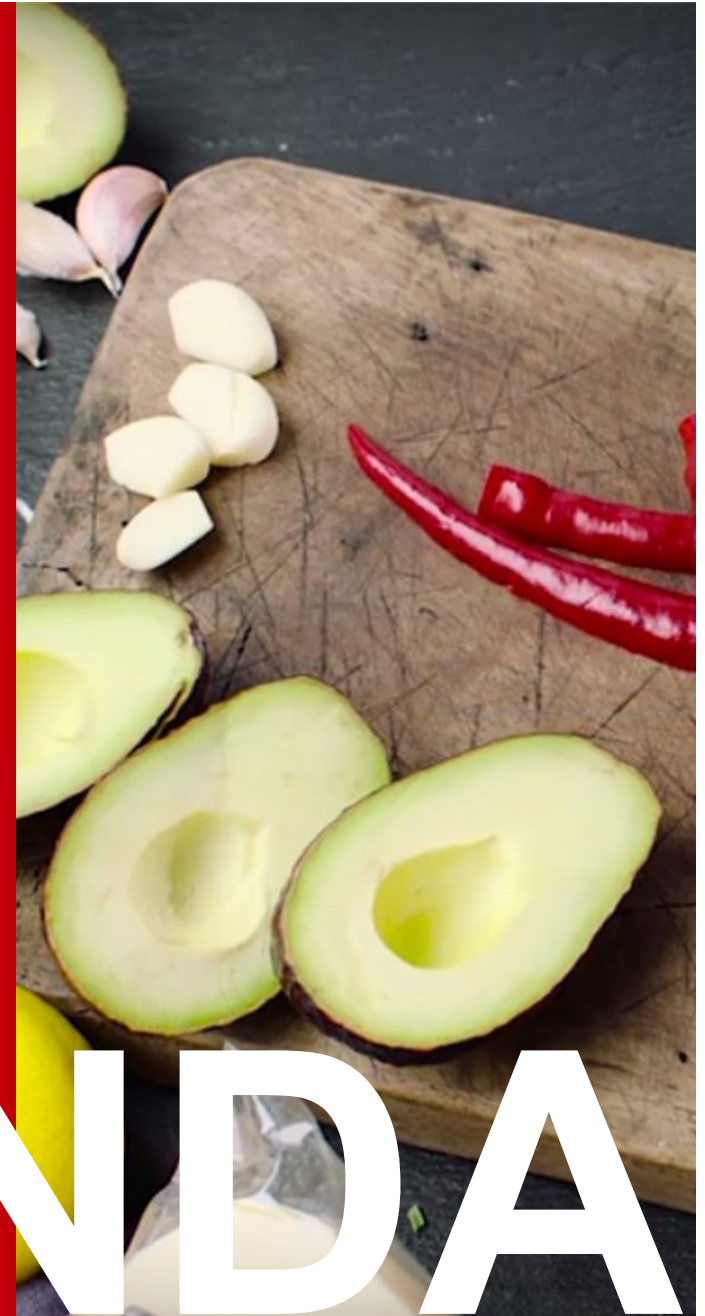
A SIMPLER
Coop



A more
DIGITAL
Coop

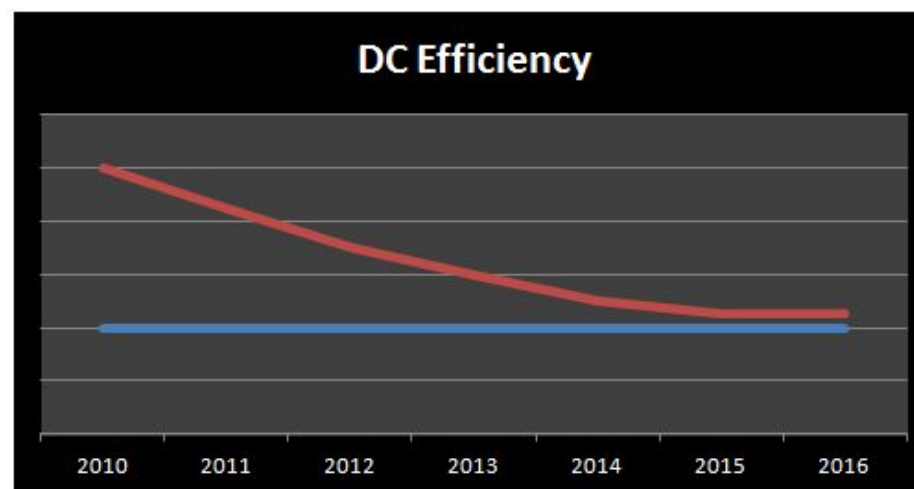
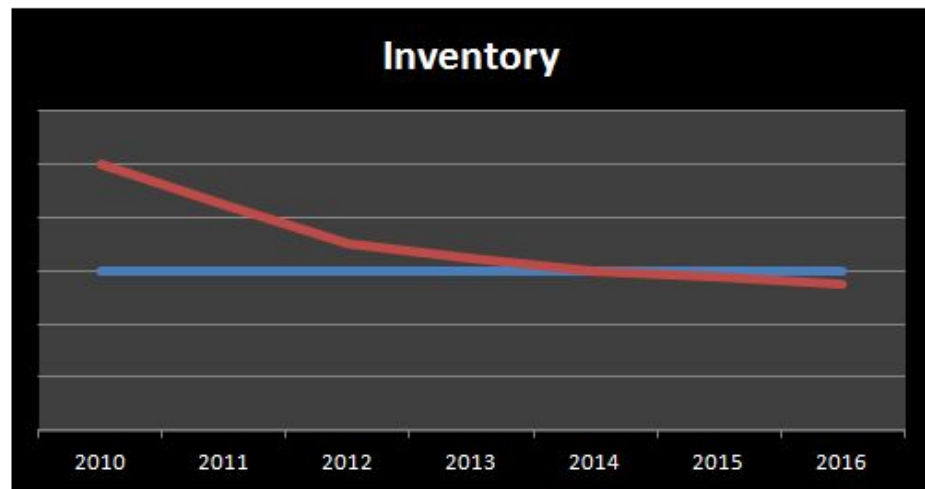
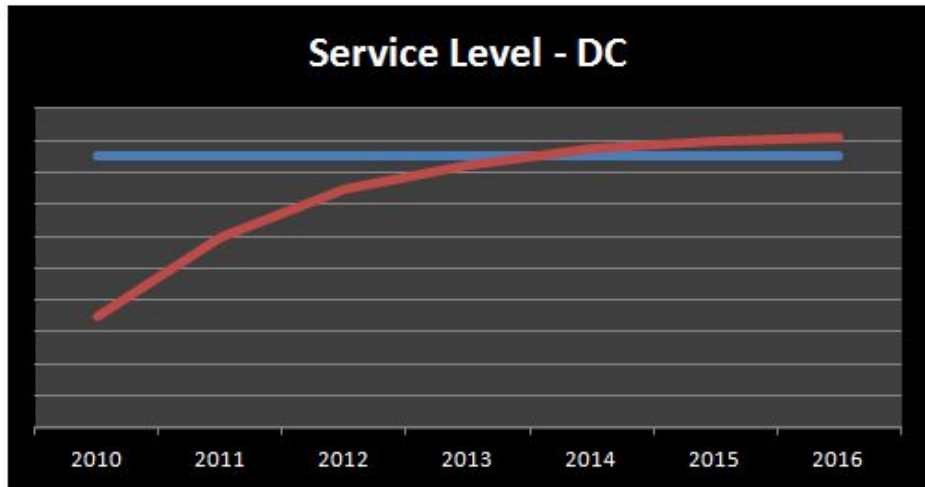


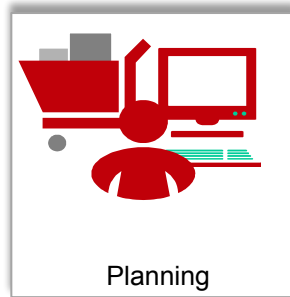
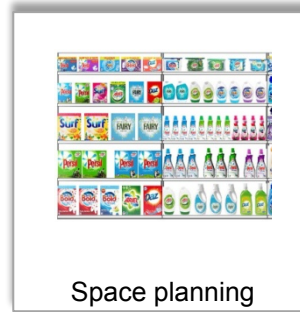
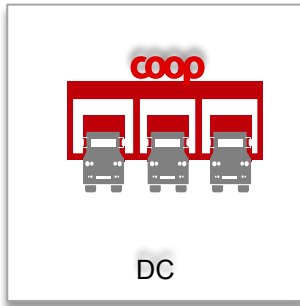
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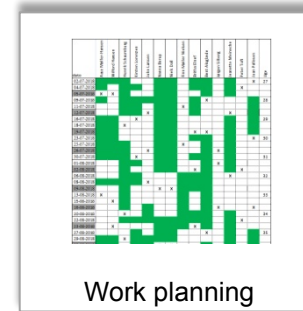
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The start of our journey



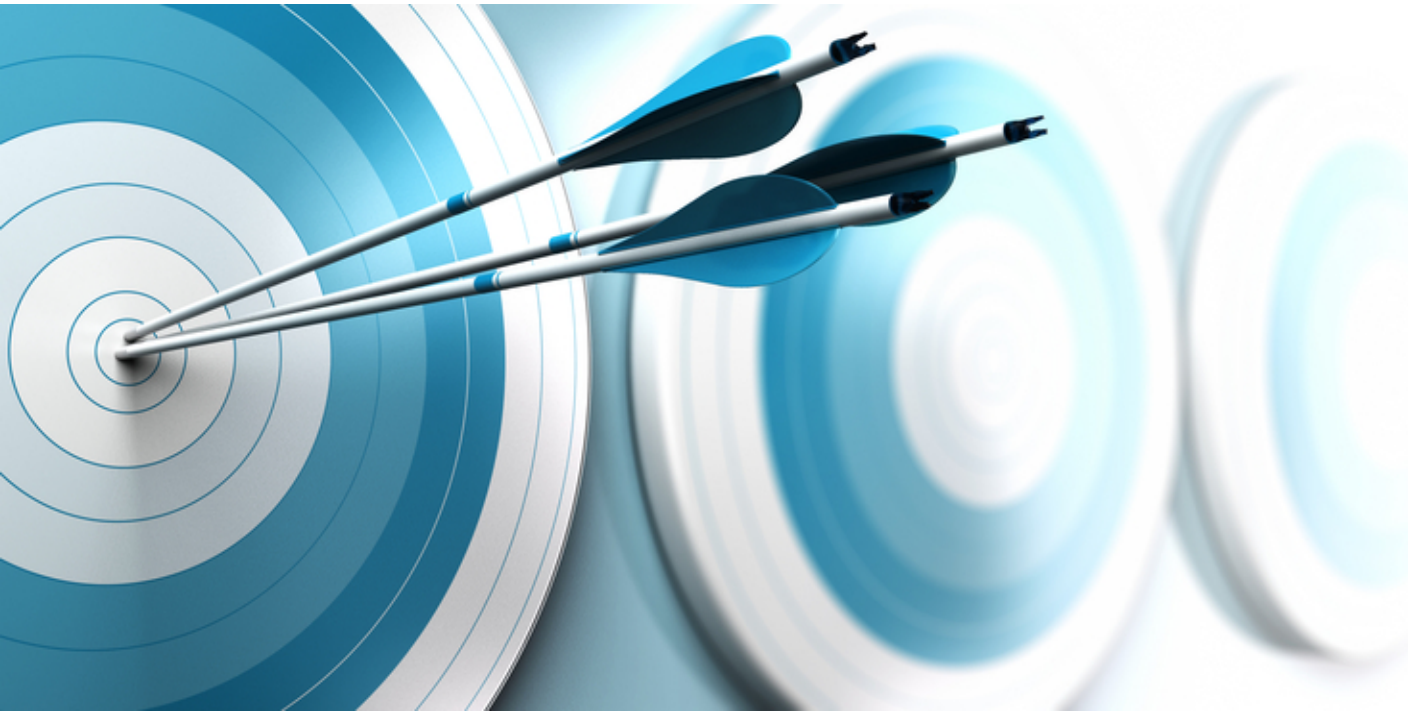


How many different forecasts
can be **the best?**



Our vision:

Create one forecast to be used across the entire supply chain



Forecast at lowest level

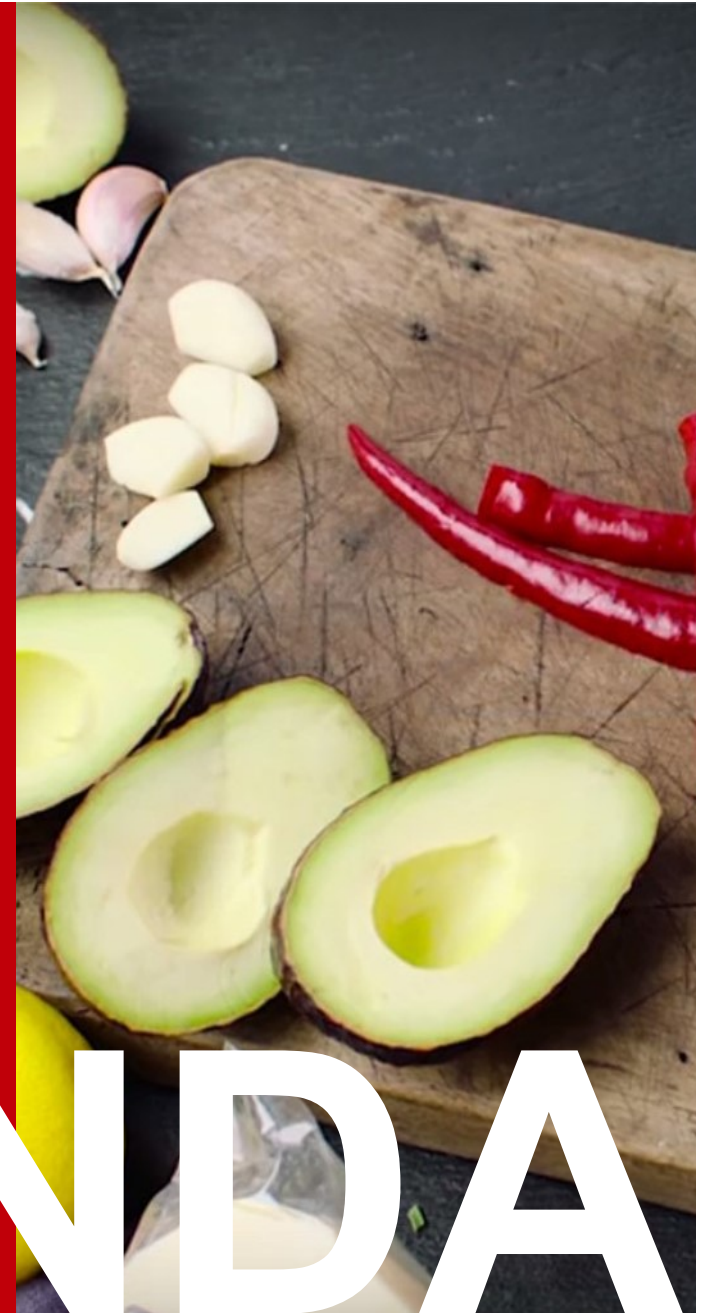
- ❖ Article
- ❖ Store
- ❖ Hour

Aggregated and shared across the supply chain:

- ❖ Capacity planning: DC and stores
- ❖ Production planning (vendor or own)
- ❖ Space planning
- ❖ Transport planning
- ❖ Etc...



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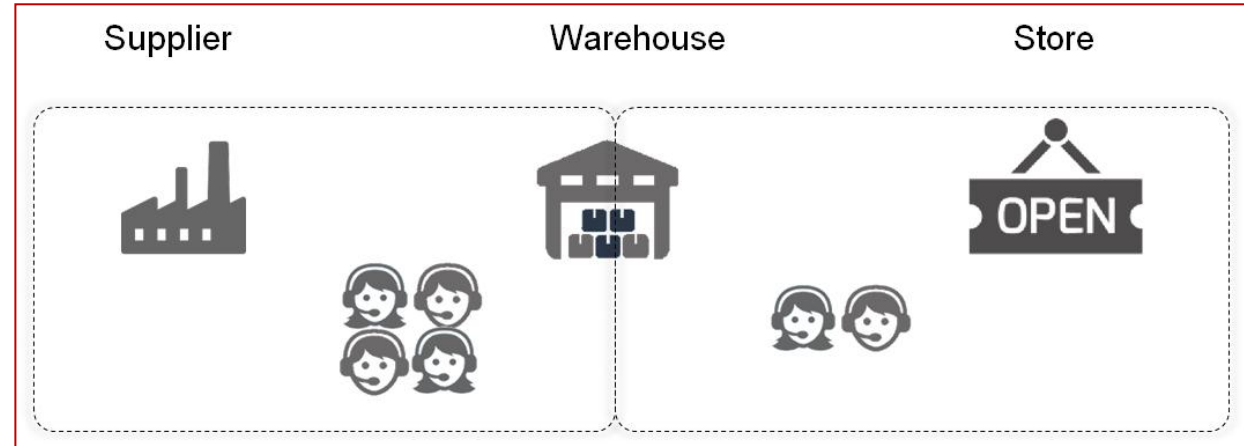


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First step: Integrated Supply Chain

The old way of working:

- ❖ DC buying and store replenishment separated
- ❖ Different organizations and different forecasts
- ❖ Different KPIs
- ❖ Lack of data available



Our conceptual solution:

- ❖ One forecast: Product in store – calculate the rest
- ❖ End-2-end responsibility
- ❖ Integrated proces and system
- ❖ Data and KPIs available and used across supply chain



Why Relex?

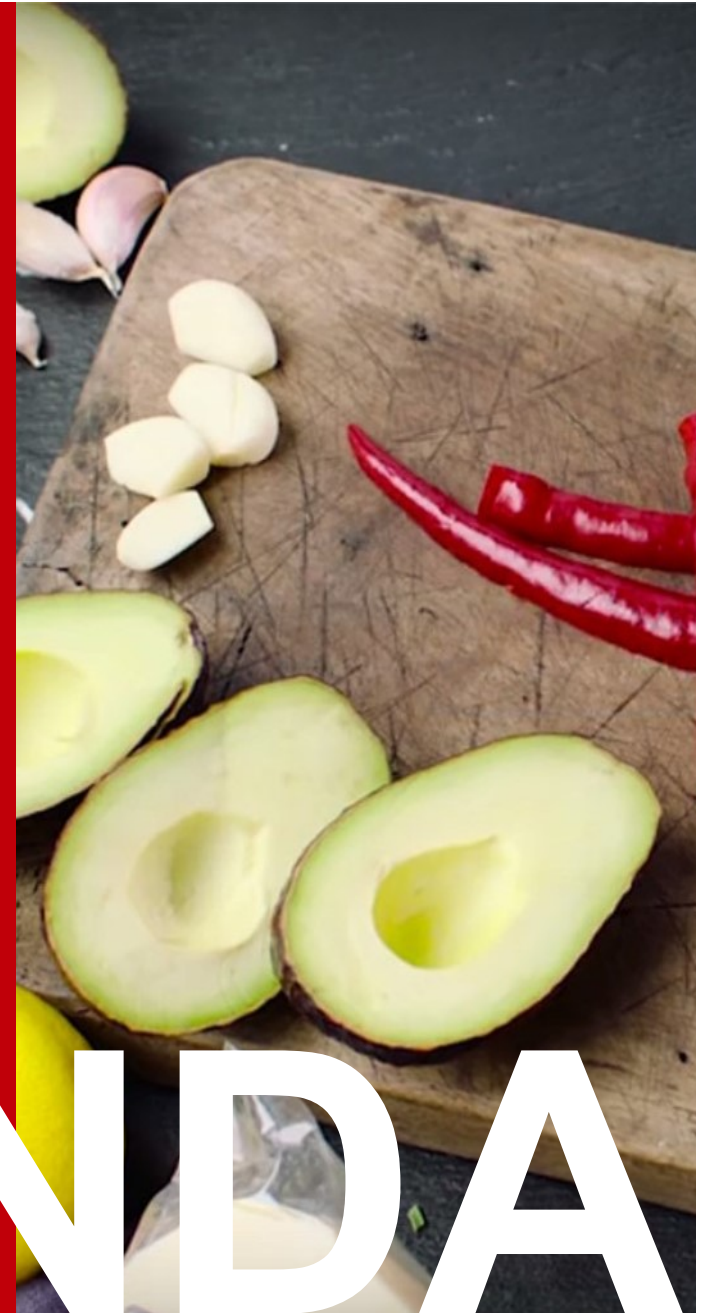
- ✓ One forecast to be used across the supply chain
- ✓ A integrated supply chain for replenishment

□ System?

1. Shared our ideas for how to integrate our supply chain
2. An enabler to move towards our vision

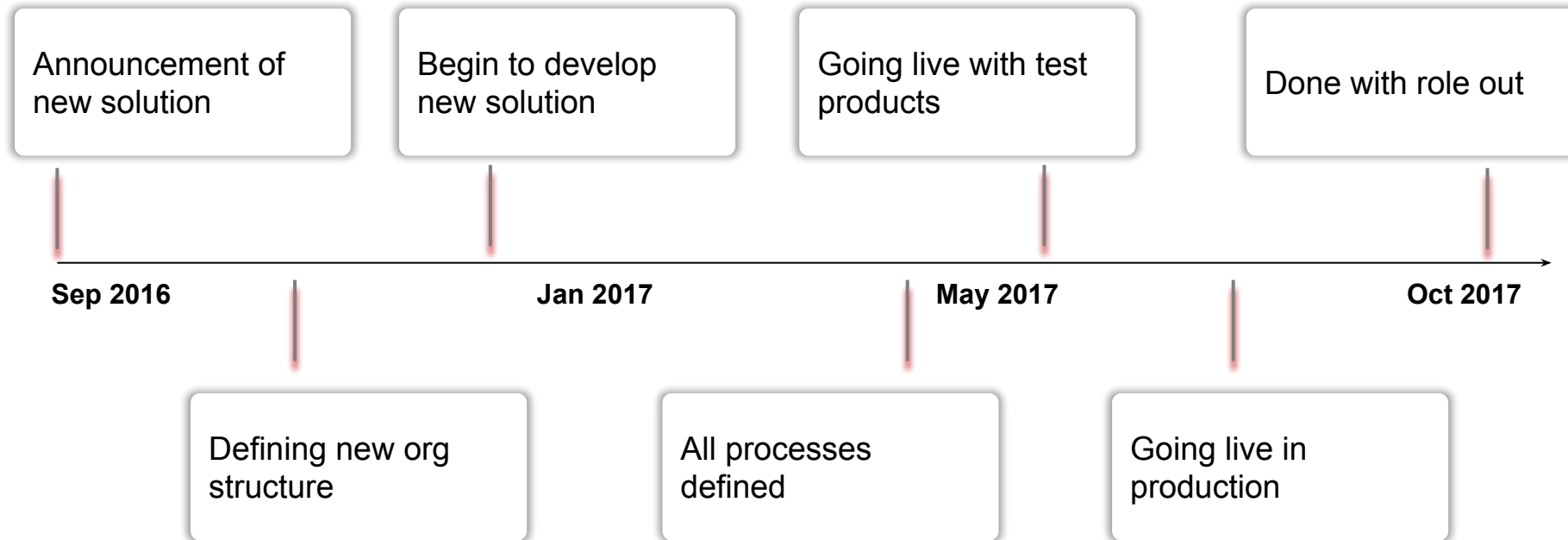


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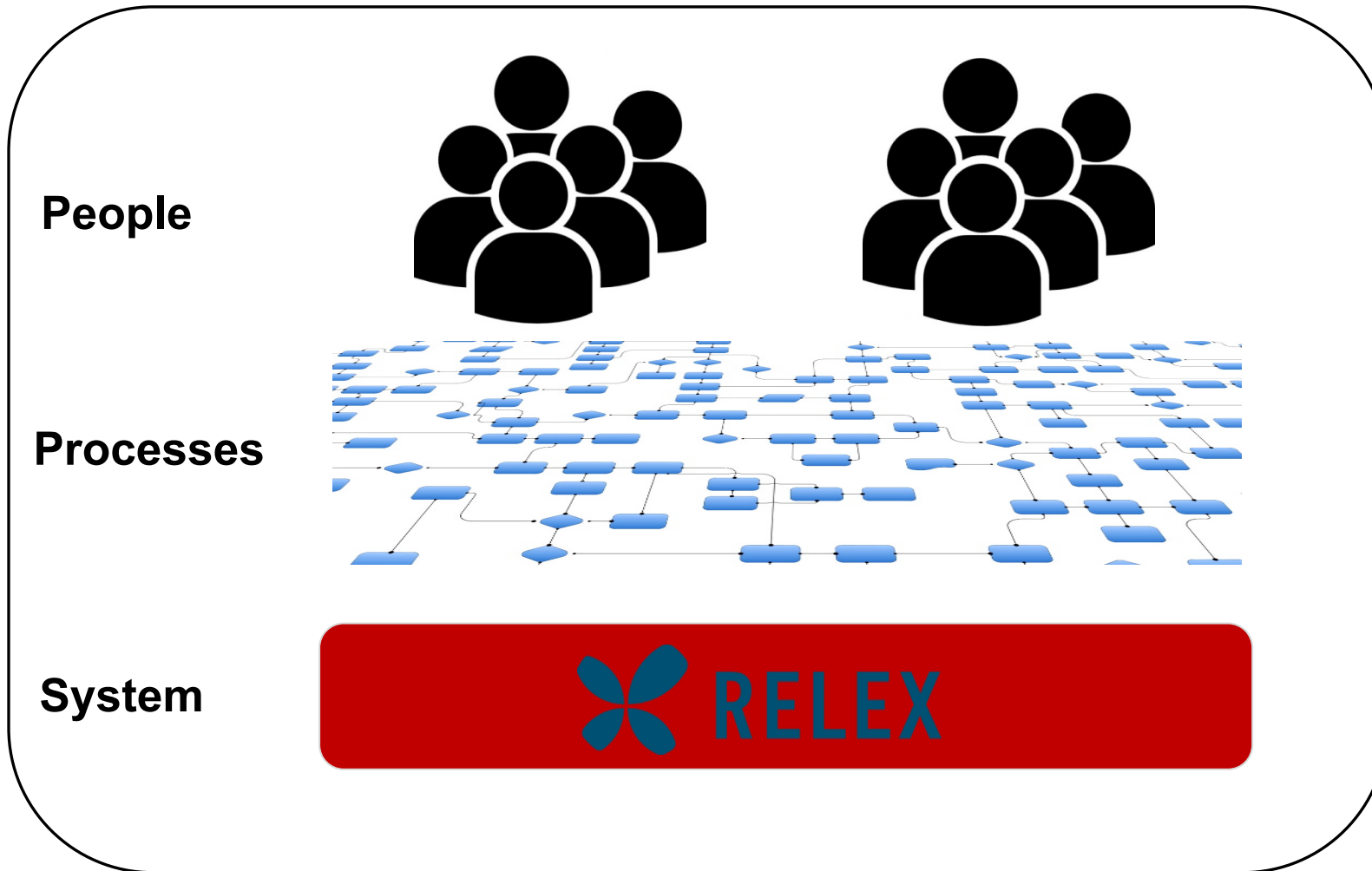


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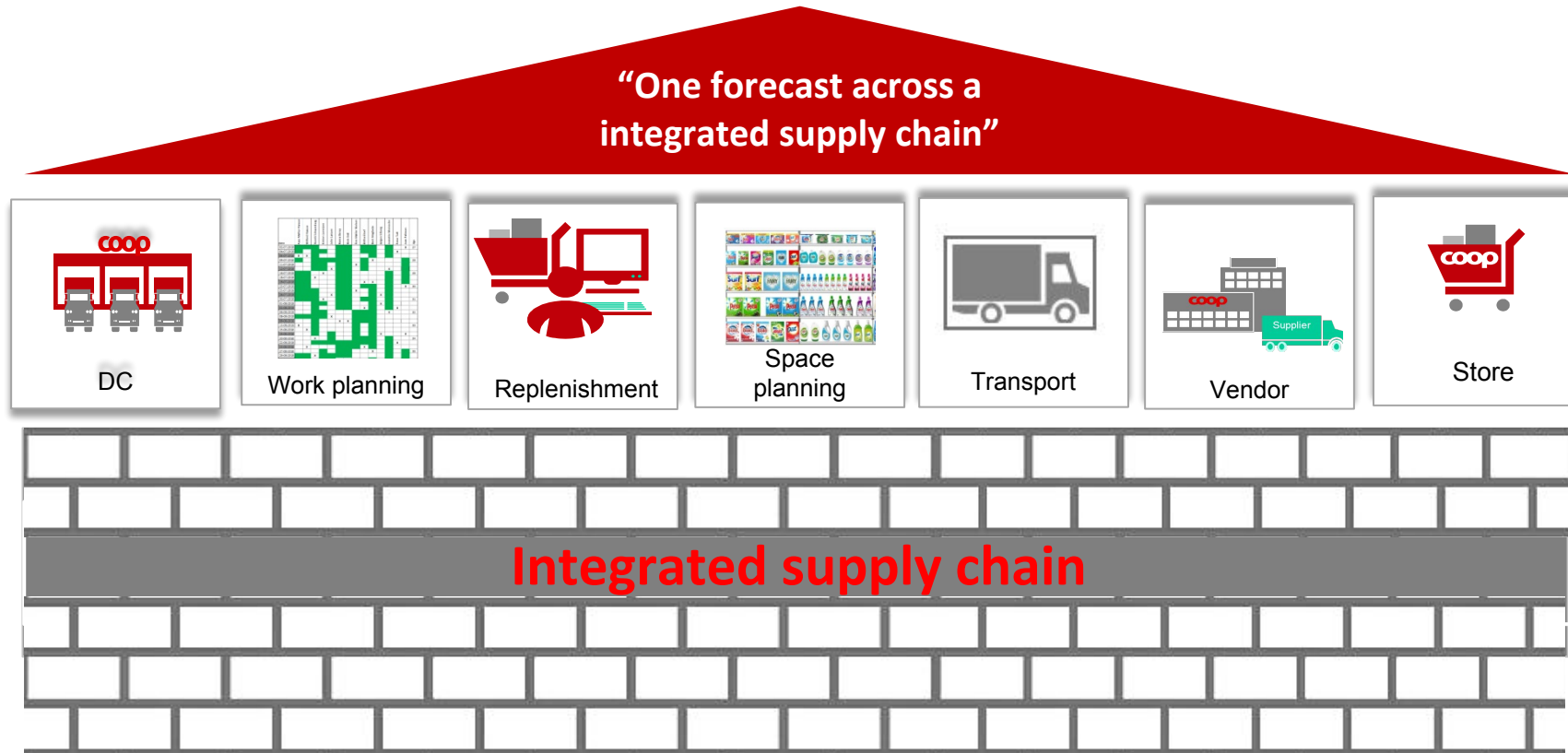
The plan towards go live



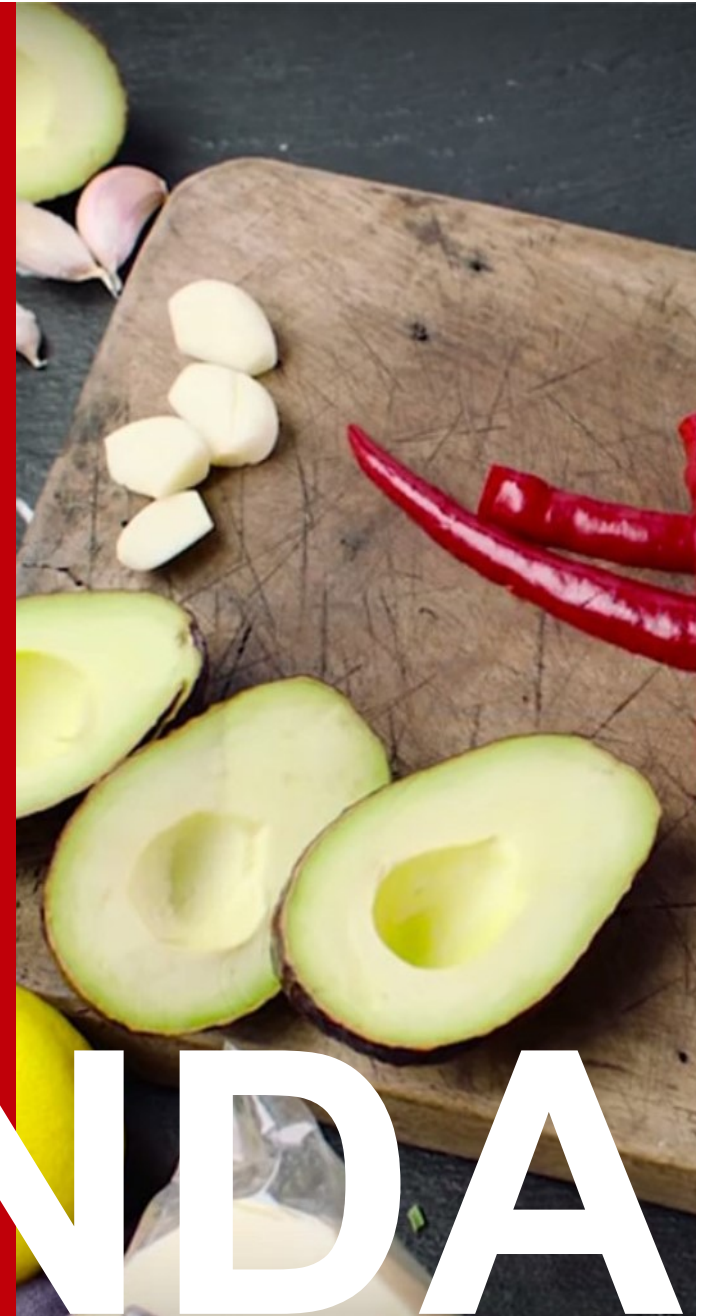
The implementation: A turbulent year...



Where are we now



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What are we to do next?



- SAP implementation that enables opportunities of using forecasts across our supply chain
- Replenishment and space planning integration
- Forecast sharing with DC and vendors
- Workforce planning



4 Advices and Questions

- ❖ It starts with the vision. Use a system as an enabler.
- ❖ Don't just do you normal business in a new system.
- ❖ Change of mindset and change of business will take time.
- ❖ System and process are easy. Have people move into it will be the difficult part.

