

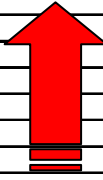
# hba client achieves number one position with major retailer and increases sales by 25%

## Introduction

Our client, a leading supplier of consumer durables, had ambitious growth targets. Product availability was highly variable and averaged only 85%. Inventory levels were rising every year.

A major high street retailer had ranked them 9<sup>th</sup> out of 10 in their score-card of top vendors, on the basis of availability and delivery quality.

VENDOR SCORE-CARD	
1	<b>hba Client</b>
2	XXXXXX
3	XXXXXX
4	XXXXXX
5	XXXXXX
6	XXXXXX
7	XXXXXX
8	XXXXXX
9	hba client
10	XXXXXX



## The Project

hba undertook a project to introduce the Late Configuration Concept (LCC) to the client's SAP system as a means of improving product availability and reducing inventory.

This was the client's strategy to increase sales.

## The Approach

hba tuned SAP to operate according to its Late Configuration Concept.

SAP configuration and master data planning parameters were tuned to:

- reduce business reliance on forecasts
- maximise the usage of supply chain inventory
- exploit factory flexibility.

## What was delivered?

In the space of just 6 months our client moved from number 9 to number 1 in the vendor rankings:

<b>No 1. Vendor</b>	
<b>Sales up</b>	<b>25%</b>
<b>Inventory down</b>	<b>35%</b>
<b>Service Level</b>	<b>98%</b>

The cause was an increase in product availability from a highly variable 85% to a steady 98%.

At the same time inventory cover reduced by 20%, with a further 15% reduction anticipated.

Sales turnover with the retailer increased by 25%.