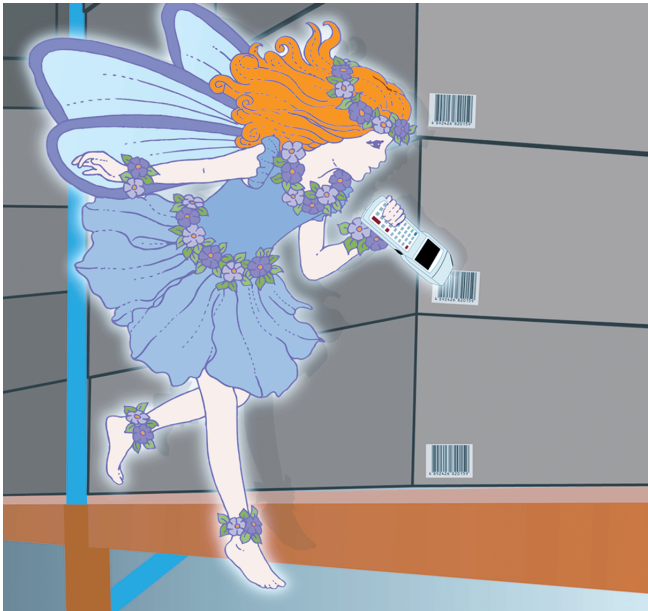


Electronic trading partnership, not elves, help toy distributor



Christmas is around the corner and everyone is rushing feverishly to process and pack their orders. At Playworks, distributors for children characters such as High Five, Tweety and Fairy, there seems to be an air of calm in the warehouse.

Their orders are automatically received, reconciled, picked and shipped well within their delivery windows.

Are they getting help from Christmas elves? No, but they do use EAN•UCC numbering and bar coding standards to underpin their B2B systems for their order processing and supply chain management.

In the last 13 years, Playworks have seen their sales grow by leaps and bounds and initially faced the logistical issues confronting a rapidly

expanding company. Sensing that there were opportunities to improve their order replenishment processes, Playworks entered into an electronic trading partnership with Coles Myer and David Jones.

The partnership involved installing Advanced Barcode Solution's (ABS) Purchase Order Management software.

Every week, Playworks downloads all electronic orders from Coles Myer and David Jones. The system automatically reconciles order quantities to their stock-on-hand. It then determines picking order.

Next the order is transferred to Symbol portable scanners for warehousing staff to pick and pack. The scanners act as an electronic picking slip and ensure that the right items are packed into the right cartons, a technique known as 'scan packing'. Upon completion of packing, the orders are transferred back to the main system and an Advanced Shipping Notice (ASN) is sent back to the retailer to advise of the carton contents.

Alf Tomaselli, Administration and Logistics Director of Playworks, notes, "The payback period has been achieved in months and we are saving \$25,000 in data re-entry costs per annum."

Alf reveals that although they are processing three times as many orders, they have actually managed to reduce warehousing headcount. The productivity gains, over 300% per warehouse employee, are so substantial that even phone/fax orders are now processed through the ABS system.

Alf added that all this was with 100% accuracy and had a great impact on costs and customer relationships.

Peter Morling, Managing Director of ABS adds, "Electronic trading has become the standard channel for communication with all the major retailers. The cost of technology is no longer a barrier to entry and even the smallest trader can enjoy substantial business benefits."



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