Dairy Farm

Dairy Farm accelerates private label product development and global sourcing with CBX Software

Dairy Farm is a leading Asian retailer, owned by the Jardine Matheson Group, with sales exceeding US$ 11 billion and over 5,700 outlets, employing over 97,000 people in the region. Their retail operations include restaurants, supermarkets, convenience, health and beauty and home furnishing stores across Asia. Some of the brand names in their portfolio include 7-11, Mannings, Wellcome, Maxim's, Giant and Ikea.

Snapshot

Customer: *Dairy Farm*

Retail Sector: *Super/ Hypermarkets, General Merchandise*

Business Need: *A software platform to streamline the information workflow for product teams and accelerate private label development and global sourcing*

Solution: *CBX Total Sourcing Management Platform in the Cloud for product management, supplier management, sourcing, and order management*

Result: *Unified and collaborative flow of information across the group and between suppliers, enabling accelerated product development*

Challenge

With a range of retail brands in different countries across Asia and multiple teams handling product development, quality management, and sourcing, Dairy Farm was experiencing product data silos and challenges in sharing information across dispersed teams. This inefficiency was resulting in an unacceptable slow time-to-market and higher than necessary costs. The group wanted to improve the speed and efficiency involved in producing own label products and getting these products to market. This would involve streamlining the way that product teams manage information workflow and share information.

Solutions

Following a rigorous vendor screening process, Dairy Farm chose to implement CBX Software. CBX Total Sourcing Management (TSM) Platform in the cloud for Product Management, Supplier Management, Sourcing, and Order Management links all processes related to Product Development, Packaging, and Quality together, allowing information to be shared across functions. Information such as product specifications, customer and vendor data, quality and compliance, component and costing data are captured, communicated and shared in real time through a centrally integrated system. Accessible via a web browser, this system also allows Dairy Farm to exchange information between their different buying groups and with suppliers real-time.

Result

Following the implementation of CBX, Dairy Farm has consolidated multiple product masters and data pools into the CBX solution as the Group's centralized Own Brand product management platform. The system's workflow and data sharing capabilities help unify and streamline the way product teams across the Group manage and track the creation, change and approval processes and visibility of information related to private label products and vendors. CBX enables Dairy Farm to leverage its scale and build a rich knowledge base of Own Brand product information and vendor experience. The system helps buyers, merchandisers and product managers anywhere within the Group to accelerate product development and sourcing, and in turn reduce cost and gain a faster time-to-market.

Dairy Farm selected CBX to eliminate product data silos and speed Own Brand product development with vendors. CBX ensures that product data and knowledge are consistently and efficiently captured and shared. Product information is now version controlled and easily accessible through the system's powerful search engine.

**Tim Chalk,
Corporate Brand Director,
Dairy Farm International**

Key Benefits

+ Best in class system, with flexible delivery model
+ Greater ability to communicate and collaborate on a web platform
+ Automation of workflow processes, reducing resource demand
+ Ability to collaborate more effectively with suppliers

About CBX Software

CBX Software has simplified the business of global sourcing; transforming traditional methodologies into fast, friction free supply chains through our real-time cloud based Total Sourcing Management Platform (TSM). We help retailers, brands and manufacturers manage and empower the supply chain from plan to pay - one intelligent collaboration solution for an enterprise to plan, spec, source, assure quality, order, make, inspect, ship and pay. Over 20,000 users in more than 30 countries rely on CBX including: Target, Safeway, Kmart, Charming Shoppes and others.

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