

MIGROS

Top Swiss retailer Migros selects CBX Software to scale Private-Label sourcing



Snapshot

Customer: Migros

Retail Sector: Retail Supermarket

Business Need: Increase operational efficiency and visibility to scale private label and improve margin

Solution: CBX Total Sourcing Management Platform with modules for PLM, global sourcing and global order management

Result: Centralized platform to manage sourcing, with improved workflow efficiency, visibility, collaboration and ability to scale operations

Migros is one of the largest Swiss retail enterprises, employing over 80,000 people from more than 80 countries with over 25 billion Euros in turnover. Migros is comprised of ten regional Migros cooperatives with over 2 million members organized into the Federation of Migros Cooperatives, known as Migros-Genossenschaft-Bund, MGB in Switzerland. Other Migros run outlets include Globus and the Denner Discount chain.

Challenge

With over 95 percent of product on Migros' shelves coming from its own private label, which are also manufactured by Migros owned manufacturing facilities, the company needed to ensure its product development, sourcing and planning processes were highly efficient. Switzerland's retail market is highly competitive and Migros wanted to maintain its competitive edge by unifying its operations to continue to grow its private label product offering, reduce product lead times and improve margins.

Solution

After a rigorous vendor screening, Migros chose to implement CBX Software. The CBX Total Sourcing Management (TSM) Platform for PLM, Sourcing and Global Order Management link all processes from concept development to order confirmation together, allowing information to be shared across processes with real time visibility. Information such as product specifications, customer and vendor data, quality and compliance, materials, component and costing data can be captured, communicated and shared in real time through a centrally integrated system.

Result

The CBX system is used by teams ranging from Migros' Hong Kong buying office and subsidiaries as well as functional teams in Europe and suppliers around the world. Migros now has a streamlined and efficient sourcing and product management platform which enables it to build its private label program to an unlimited scale. The system takes care of sourcing hard goods, apparel and food products and continues to drive operational improvements and reduce costs all on one platform. Migros is now able to collaborate more efficiently both internally and externally and have real time visibility into all information from the product development stage to the point of order.

Key Benefits

- + Streamlined product development process
- + Increased product cycle times and ability to scale sourcing
- + Efficient internal and external collaboration
- + Centralized platform to share information in real time
- + Reduced costs through automation and greater efficiency



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With private label being our core business, Migros is continually looking for ways to streamline product development and enhance innovation. This project helped to unify our sourcing process and set up the operation for scalability and efficiency to meet the demands of the continuing growth

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**Sacha Waegeli,
Managing Director,
Migros (Hong Kong) Ltd**

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.