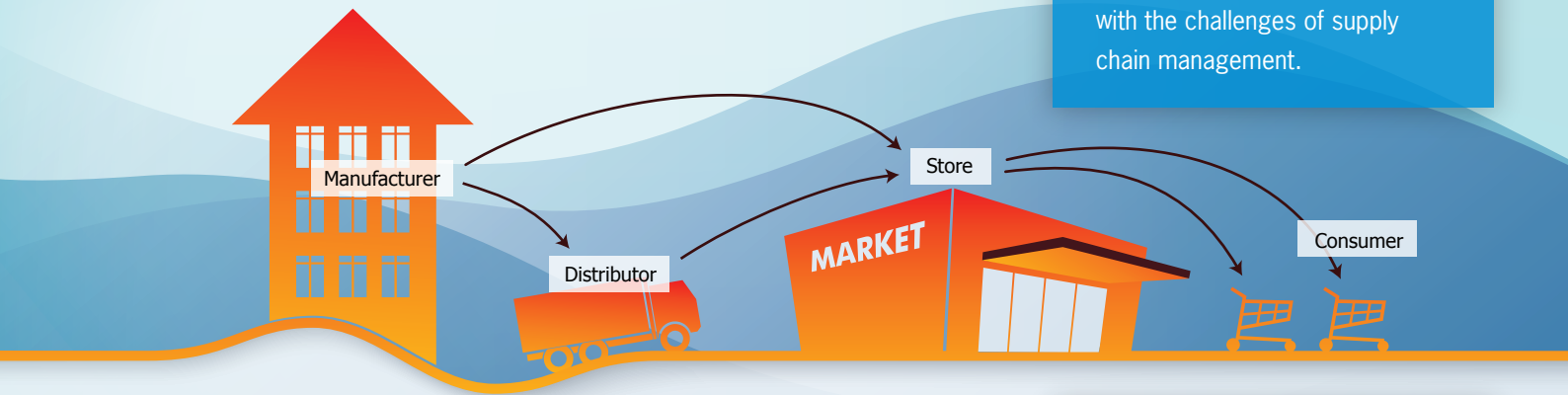


Improve your service level and control your replenishment costs!

Retail Logistics Excellence – RELEX offers software products and expert services for coping with the challenges of supply chain management.



” Cloetta Fazer

We wanted to draw on the best available expertise in developing our sales planning and forecasting processes at the group level. We chose RELEX for our development project for three reasons: they are exceptionally well acquainted with both trade and industry processes; they are able to address both strategic and practical viewpoints in process design; and cooperation with them is always smooth. We have been very pleased with our choice! ”

Nina Tuomikangas, Logistics Manager, Cloetta Fazer

” Tradeka

RELEX expertise has provided us with significant benefits in improving and automating our replenishment process. The support we have had from RELEX experts has helped considerably in extending automatic replenishment to more challenging product groups and special situations such as campaigns. ”

Seppo Oksanen, Development Manager, Tradeka

” Maatalouskesko

We chose the RELEX Processor tool because we needed an automatic ordering system which would support management of seasonal demand on the one hand and which would be quick to deploy on the other. Another important selection criterion was that the system be easy to use and enable efficient management of product-specific control parameters, such as safety stock targets. We have been very pleased with our cooperation with RELEX. The deployment project was executed to an exceptionally tight schedule, and the logistics expertise of RELEX was a great benefit when developing our company’s replenishment processes. ”

Johannes Milén, IT and Logistics Director, Maatalouskesko

RELEX is a business built on cutting-edge academic research. We have productized years of research into easily usable software products and expert services which translate into demonstrable benefits: our customers have been able to improve

- 1) service levels in their warehouses and shops,
- 2) product inventory turnover, and
- 3) the cost-effectiveness of replenishment in both warehouses and shops.

The combined financial effect of these improvement measures has been as high as 3% to 5% of the customer’s turnover.

RELEX helps you to tackle supply chain management challenges

Improving product replenishment

Product replenishment has a great impact on a company's key performance indicators: on sales revenue through product availability and on costs through inventory turnover and handling costs. Many companies still have great scope for improvement in determining what kinds of product batches are economically feasible to order, what the timing of the orders should be, and in managing demand fluctuations.

RELEX has years of experience in improving replenishment processes for customers. Through productized analyses, RELEX can determine efficient inventory control parameters, forecast models and batch sizes for each item and warehouse. The RELEX Processor ordering system also enables efficient replenishment of a broad and diverse range of products while taking the special characteristics of individual products into account.

Optimizing distribution

Companies can often use several different distribution channels with differing cost structures and delivery times. Products may be warehoused or delivered to customers to order via terminals. The challenge is to use the available distribution channels as cost-efficiently as possible and to re-evaluate the choice of channels on a product by product basis if costs or product demand change.

RELEX experts have extensive experience in the cost-modelling of distribution channels. Through RELEX productized analyses, customers can determine the most cost-effective distribution channels for vast numbers of products.

Demand forecasting

Demand forecasting forms the basis of efficient supply chain management. Linking demand forecasting seamlessly to sales planning is often necessary for efficient management of the launch of new products or various special situations such as campaigns or high seasons. Historical data and statistical forecast models can be used to improve the efficiency and accuracy of forecasts.

RELEX experts have participated in the restructuring and improvement of forecasting processes in several companies. RELEX tools also enable the identification of the most accurate forecast model for each product, based on the sales history of the product.

Managing demand fluctuations

Special situations in demand — campaigns, high seasons, life cycle changes — constitute a great logistics management challenge and often require much manual work at each stage in the supply chain. The difficulty of the management of special situations manifests itself as availability problems and surplus stock, for instance in the case of seasonal products.

RELEX has collaborated with customers to develop models in which demand forecasting and replenishment have been taken to a new level. The RELEX Processor ordering system incorporates support for seasonal variation, campaigns and product life cycle management.

Retail Logistics Excellence - RELEX Oy

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