

Unwins



Customer:

Unwins
www.unwins.co.uk

Industry:

Off-licence and wine specialist retailer with high street outlets

Existing Challenges:

- Ageing legacy systems incapable of supporting the business
- EPoS system unable to handle CHIP & PIN transactions
- Inconsistency of information between systems leading to wasted stock

Implementation Highlights:

Completed on time and on budget

Solution Scope:

Full-scale SAP implementation including retail master data (about 10,000 articles, 500 branches, and 1 distribution centre), finance and customer ordering, EPoS integration, branch stock management and stock replenishment, business warehouse

Key Benefits:

- Store stock reductions of up to 35%
- Increased visibility of stock availability and stock pricing, allowing for more accurate response to customer demand
- Warehouse stock held for less time



Background

Unwins is a family owned group which operates 388 stores in southern England, where it is the largest operator of off-licence wine stores. The group employs more than 2,130 people.

Founded in 1843 as a London-based wine merchant, Unwins was acquired in 1921 by Phillips Newman and Co. Phillips Newman was a leading wine and spirit importer, bonder and bottler established by M.A. Wetz in 1893. Unwins has 84 shareholders, all of whom are descended from the family of M.A. Wetz.

Today the Group consists of three interdependent companies, operating in the alcoholic drinks sectors: Unwins Ltd (Retail) operating the brands Unwins and Phillips Newman, UDS Ltd (Logistics), and Phillips Newman Ltd (Wholesale).

The Problem

The problem facing Unwins was the overall age and breadth of its existing systems, both hardware and applications, some of which were 20 years old.

Unwins IT Director Richard Rotter explains, "While our systems worked well in the past, they no longer served the business we had become; we could not manage promotions efficiently or generate an accurate picture of profitability store by store."

In the case of Unwins' EPoS systems, the company needed to update the software and modernise the hardware to improve transaction time, reduce hardware failure rate, and migrate to Chip & PIN, and was

certain the existing systems could not cope or be updated to handle the new CHIP cards.

The biggest problem in terms of impact on the business was inconsistency of information. Richard explains, "Different systems generated different information and we could not easily reconcile this back to a single figure for key performance indicators."

Unwins therefore wanted a solution that would enable it to tap into the store managers' local intelligence, and make data available centrally, to show how individual lines, categories and product associations performed by store, region and company-wide.

The Solution

Unwins decided to replace its assortment of legacy applications with a fully integrated ERP system that would allow central management of stock, improve both category management and supplier compliance, and deliver timely and accurate management information into the business.

The implementation approach entailed four phases: a pilot of the integration between the central SAP system and the new EPoS hardware/software, rollout of the new EPoS software and hardware to the stores, Finance and Wholesale, and Warehouse Management.

Unwins also implemented SAP Business Warehouse in order to generate sales and margin information.

"Despite our initial nervousness about using SAP, CIBER Novasoftware, with their strong program management and consultancy skills, have guided Unwins through the implementation and we are now seeing the benefits we set out to achieve."

***— Richard Rotter
IT Director, Unwins***

CASE STUDY

The Choice

Richard says, "There was some uncertainty among Unwins senior management over choosing SAP, as we had all heard stories about failed implementations. However, we were persuaded that this was the best solution, made easier by the selection of CIBER Novasoft, the UK's foremost provider of SAP solutions in retailing. They worked with us to develop a phased approach to implementing SAP across the business that minimised risk of business disruption.

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The Benefits

With the ability to control ranges centrally, Unwins was able to reduce the stock held in store without affecting sales performance. To date, the company has seen reductions in store stock of up to 35 per cent.

By gaining greater visibility of their own supply chain processes, Unwins is now able to hold less stock in the warehouse and ensure that stock held in stores is in demand by the customer.

It has also been able to enhance the favourable relationship between store managers and customers through increased availability of information about local and regional customer purchases.

Richard Rotter attributes this growing success to the SAP implementation carried out by CIBER Novasoft. Richard concludes, "We are certain that we will continue to see numerous business benefits as a result of this highly successful implementation."

About CIBER Novasoft UK

CIBER Novasoft is a leading SAP consultancy providing world-wide support for a range of high profile clients in the retail sector. We have maintained our reputation as the world's leading SAP Retail implementation partner ever since being the first Partner to implement SAP Retail when it was first launched in 1996.

CIBER Novasoft's success in the UK has been built on the retail industry's main priority today: integration of systems, data and processes to provide a seamless retail management and customer experience across multiple channels. Our customers include numerous high profile brand names like Booker, B&Q, Direct Wines, Dunelm Mill, French Connection, Goldsmiths, and Halfords.

CIBER Novasoft is part of CIBER, Inc. (NYSE: CBR), a leading international systems integration consultancy providing clients with global delivery services on a project or strategic staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures. With offices in 17 countries, annualized revenue run rate of approximately \$950 million and approximately 8,000 employees, CIBER's IT specialists continuously build and upgrade our clients' systems to "competitive advantage status." CIBER is included in the Russell 2000 Index and the S&P Small Cap 600 Index.



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