



▶ Clapper aims to increase SCM contracts

*CompuTimes, by Foo Eu Jin (Monday, March 7, 2005)*

CLAPPER Technology Sdn Bhd hopes to secure at least 20 contracts to implement supply chain management (SCM) solutions in Malaysia by year-end.

Its chief executive officer (CEO) George Gan told CompuTimes that the prospects look bright as more companies are today relying on SCM solutions to stay competitive and reduce cost.

He said Clapper will be primarily targeting logistics and manufacturing companies for the SCM solutions.

According to Gan, the company has thus far contracts for the implementation of supply chain execution solutions with two logistics companies in the Klang Valley.

Clapper currently distributes supply chain execution products for two US-based companies, namely Manhattan Associated and Intermec.

Under the tie-up with Manhattan Associates, Clapper will distribute low-priced version of its supply chain execution solutions in Malaysia, Southeast Asia and China.

Gan said a Manhattan Associates supply chain execution solution "which previously cost about RM1 million" can today be implemented for only RM200,000 at the entry level.

According to Gan, Clapper's implementation package includes the cost of the software, implementation, training and process re-engineering. There is also the option for radio frequency identification (RFID) capability, if required.

Manhattan Associates' managing director for China and Southeast Asia Saw Choon Leong said the company choose to tie up with Clapper because of its focus business approach.

He added that the partnership is expected to target customers in the small and medium-sized enterprise (SME) segment in Malaysia and in the region with its low priced version of supply chain execution solutions.

Manhattan Associates provides integrated application suites in trading partner management, transportation management systems and warehouse management systems, which address source-to-consumption execution.

Its WMS solution runs on iSeries, Open Systems and Windows platform and with the security of a guaranteed upgrade path, future growth will not be limited by the software.

WMS supports full retail compliance, including RFID in which tags can be read from a range of a few inches to up to 30 feet away, eliminating the costs, inefficiencies and mistakes associated with manual data entry and physical bar code scanning.