

Improving Store Replenishment



Coop Denmark, Denmark's Largest Consumer Goods Retailer, Increases Service Levels, Decreases Stock and Reduces Shrink with JDA Software

Coop Danmark A/S Fast Facts

Industry
Grocery Retailer

Headquarters
Copenhagen, Denmark

Description
Coop Danmark is Denmark's leading consumer goods retailer operating five separate retail chains. The company is a subsidiary of Coop Norden AB, which is the largest player in the Nordic consumer goods market.

Revenues
DKK \$33 billion (USD \$6 billion)

Number of Employees
64,000 (Total for Coop Norden Group A/S)

"We can recommend JDA Software's ASR solution to other retailers. Our experience has persuaded us that both JDA and its products are very professional and reliable. We will continue to look to JDA for additional solutions that may benefit our business."

- Michael Djarnis,
manager of supply chain development,
Coop Danmark



Business Challenge

Coop Danmark faced the prospect of losing market share to the established, country-wide discount chains. To counter this increase in competition, the company realized it needed to leverage software that could help it continue to offer a broad range of quality products and service at attractive prices while simultaneously improving efficiency.

Business Solution

- JDA® Advanced Store Replenishment

Business Benefits

- Improved replenishment processes, enabling store personnel to work more efficiently
- Minimized purchasing frequency
- Reduced number of weekly deliveries within certain product areas
- Optimized inventory levels
- Enhanced ordering system
- Improved service to stores
- Reduced stock, leading to a reduction in the amount of unnecessary orders
- Reduced shrink, resulting in minimized wastage for stores



Coop Danmark, Denmark's largest consumer goods retailer, owns and operates five chains that include approximately 1,140 mini markets, low-priced outlets, supermarkets and hypermarket stores. When competition toughened for the biggest buyer of fast-moving consumer goods in the Nordic region, Copenhagen-based Coop faced the prospect of losing market share to the established, country-wide discount chains. To counter this increased competition, the company wanted to continue offering a broad range of quality products and services at attractive prices while improving efficiency.

In order to optimize processes in the supply chain, Coop turned to JDA® Advanced Store Replenishment (ASR). This powerful solution has enabled Coop to optimize the flow of goods to stores by simplifying replenishment, forecasting and analysis processes. ASR also enables Coop's personnel to more efficiently replenish items according to variables that include demand, seasonality, order frequency, lead times, order quantities and service levels.

"One of the advantages of ASR is simplifying the replenishment process, which has enabled store personnel to work more efficiently," stated Michael Djarnis, manager of supply chain development at Coop Danmark. "We are now working on using the system to minimize our purchasing frequency, reduce the number of weekly deliveries within certain product areas and achieve optimal inventories in our warehouse. We're also looking to improve the effectiveness of other parts of the supply chain."

Coop Places Store Orders More Precisely Using ASR

Coop initially rolled out ASR in 87 Kvickly stores that offer an assortment of up to 14,000 fresh and frozen food, ambient and non-food items.

The following are benefits that Coop received by deploying JDA's ASR solution:

- *More Precise Ordering System* – Ensures an accurate count of goods and improved efficiency of deliveries at the stores
- *Improved Service to Stores* – Confirms that shelves are properly filled by suggesting appropriate amounts of product to be delivered on the orders
- *Reduced Stock* – Gives store associates an enhanced awareness of on-shelf and on-stock needs, reducing the amount of unnecessary orders
- *Less Shrink* – Minimizes wastage for stores, particularly in perishable foods

Commenting on the reduced shrink, Djarnis stated, "When we tested the system in our chilled foods categories in three stores, the replenishment accuracy of ASR helped us perceptibly reduce the amount of product that we must discard."

Djarnis added that Coop has achieved benefits of ASR beyond its chilled assortment. ASR is also helping Coop more precisely replenish orders for the entire assortment.

"We can recommend JDA Software's ASR solution to other retailers. Our experience has persuaded us that both JDA and its products are very professional and reliable," Djarnis said. "We will continue to look to JDA for additional solutions that may benefit our business."

About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS) is the world's leading supply chain solutions provider, helping companies optimize operations and improve profitability. JDA drives business efficiency for its global customer base of more than 5,800 retailers, manufacturers, wholesaler-distributors and services industries companies through deep domain expertise and innovative solutions. JDA's combination of unmatched services, together with its integrated yet modular solutions for merchandising, supply chain planning and execution and revenue management, leverage the strong heritage and knowledge capital of market leaders including Manugistics, E3, Intactix and Arthur. When supply chain results matter, companies turn to JDA.

WEB
www.jda.com
EMAIL
info@jda.com

AMERICAS
US
+1 800 479 7382
Canada & Latin America
+1 480 308 3555

EUROPE
UK & Northern Europe
+44 (0) 1344 354500
France & Southern Europe
+33 (0)1 56 79 27 00

ASIA PACIFIC
Singapore
+65 6305 4350
Australia
+61 2 8912 7900

Japan
+81 3 6418 1100
India
+91 22 6770 2795
China
+86 21 6289 7979

