

MIELOO & ALEXANDER

specialised in technology enabled supply chain improvement

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Project reference case

Global SAP roll-out / alignment of logistics on global template

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Mieloo & Alexander supported Maxxium in rolling out its global SAP solution to 4 Asian countries

Project Assignment: Align local logistics on global template - Greater China and Korea

An important growth-market for Maxxium, is the Asian market. In 2002, Maxxium started the global SAP Intrepid project to incorporate all its local organisations on the Maxxium SAP global template. This solution was rolled out to 30 countries. Mieloo & Alexander were involved in the roll-out in Greater China and Korea. This included a full scope SAP implementation in China, Korea, Taiwan and Hong Kong. In nine months time, the following processes were implemented: Forecasting and Planning, Purchasing and Inventory Management, Sales and Marketing and Financial accounting and Reporting.

M&A's Approach and Role

In this demanding, multi-cultural environment, Mieloo & Alexander were responsible for designing and implementing the logistics process. Keeping a strong focus on business processes and requirements, all processes were implemented in SAP, while Mieloo & Alexander ensured that this solution kept in line with the global template as determined by the Maxxium global competence centre.

Benefits realized

The project was delivered on time and within budget. The four countries have improved their operations by: improved process control, standardised business processes, state of the art SAP supported processes (forecasting, planning, purchasing and sales) and a control framework. By establishing a supply chain hub, the lead times to the distributor decreased significantly. This led to decreased stock levels throughout the supply chain and increased flexibility in meeting the customer requirements.

Customer information: Maxxium Worldwide

Maxxium Worldwide is responsible for the sales, local marketing and distribution of many of the world's premium spirits and wine brands, including ABSOLUT Vodka, The Famous Grouse Scotch Whisky, Jim Beam Bourbon and Rémy Martin Cognac. Maxxium is owned by four equal shareholders, The Edrington Group, Beam Global Spirits & Wine, Rémy Cointreau and the V&S Group. (see: www.maxxium.com).



Brands of Maxxium

About Mieloo & Alexander

Mieloo & Alexander is an independent consulting firm specialised in technology enabled supply chain improvement. Based in the Benelux, Mieloo & Alexander supports its clients with project- and change management and business process and technology consulting on projects across Europe, the Middle East and Africa (EMEA). With significant RFID and RTLS experience, Mieloo & Alexander assists clients with exploring, assessing and deploying RFID-based solutions to enhance supply chain operations.

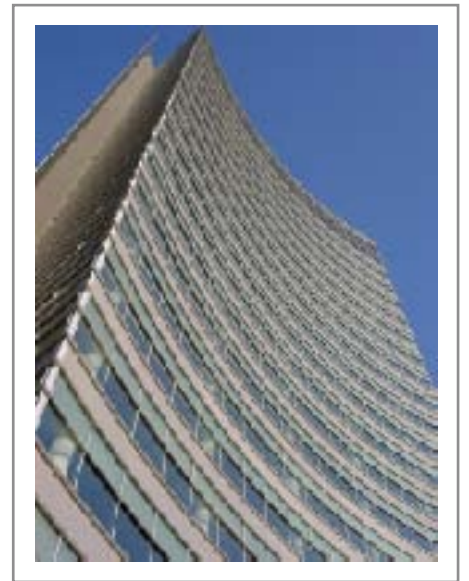
Our office

De Zuidtoren
Taurusavenue 13
2132 LS Hoofddorp
The Netherlands

T: + 31 (0) 23 565 6000

F: + 31 (0) 23 565 6009

www.mielooandalexander.com



Office Mieloo & Alexander

Mieloo & Alexander

Mieloo & Alexander Business Integrators is a consulting firm that specializes in technology enabled supply chain improvement, with a focus on supply chain management and visibility through the use of innovative information technology (RFID).

Contact details:

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2132 LS Hoofddorp
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For more information visit our website:
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