Improving Supply Chain Efficiency
Staying competitive

Your customers are demanding. They want better choice, better service, and greater availability of products. An efficient supply chain is crucial for getting the right products to the right place at the right time – and will help you stay competitive and maximise revenue.

Gartner Research found that 47 percent of customers would go to one of your competitors if the item they require is not available in your store.

Realtime collaborative supply chain management

An inefficient supply chain can mean increased costs and poor availability, driving your customers away and decreasing your sales. Valuable time is lost tracking items, disputing deliveries and resolving billing issues.

The challenge is to automate your supply chain management to improve accuracy and efficiency. Additionally, by capitalising on realtime data to make informed management decisions, you can react faster to changing customer trends.

BT has a wide range of solutions to help you improve the operational efficiency of your supply chain and business. Our collaborative approach makes it possible for manufacturers, suppliers and third-party logistics companies to all benefit, as decisions are based on the same accurate realtime management information.

Our wide-range of supply chain capabilities include:

- Demand forecasting
- Store replenishment
- Goods receiving
- Stock control
- Warehouse and returns management
- End-to-end supply chain visibility
- Transport and asset tracking
- Global sourcing and critical path management
- Collaborative communication tools: email, instant messaging, voice and web conferencing, file sharing, applications sharing, and records management

BT's supply chain solutions are underpinned by our secure, global IT networks.

Improving supply chain efficiency

BT's supply chain solutions can help increase the speed and accuracy of product flow from point of manufacture to in-store stock replenishment – giving the following benefits:

- Improved product availability
- Increased customer satisfaction
- Reduced costs
- Enhanced operational efficiency
- Vendor compliance tracking for Corporate Social Responsibility (CSR) policy on outsourced merchandise
- Better customer/supplier relations

“We need a reliable, efficient supply chain that can deliver our designs from production through to the shop floor seamlessly. We have chosen BT's solution as it supports our customer-focused strategy and will enable us to deliver the latest trends to the high street and our customers quickly and efficiently.” – Jeremy Stakol, Managing Director of Lipsy Limited (specialists in high street fashion).

“RFID makes for more accurate and efficient stock taking and improved availability of product. Ensuring products are available at all times is at the heart of the technology – it is vital to any retailer that when a customer sees our merchandise, it is available to purchase.” – James Stafford, Head of RFID at Marks & Spencer.
Delivering a solution to fit your business needs

Together with our partners, we can help solve your immediate and longer-term IT and supply chain challenges.

BT’s supply chain services include:

- Professional consultancy and Business case development
- Solution design and sourcing
- Installation and maintenance
- Training
- Networking and cabling
- Managed service to reduce your risks and costs
- Full global and multi-lingual 24/7 helpdesk

Your supply chain and business benefits

By automating processes and delivering real-time data, your supply chain and business will benefit from:

- Faster stock delivery and less out-of-stock instances.
- Fewer supplier/customer billing discrepancies.
- Reduced costs associated with language and time barriers.
- Quicker management of your suppliers.
- Faster responses to inventory problems.
- Reduced manual resources and errors.
- Optimal stock delivery at your stores – improving margin erosion.

“We used to have a very complicated procedure for tracking costs, because our production system and merchandise management system were not interfaced. It was open to inaccuracies, and involved a lot of manual work. Now we have one reliable version of the truth across the business.” – John Bovill, Business Development Manager, Oasis

Benefit from our unrivalled IT experience and supply chain expertise

BT provides services and products to over 90 percent of high street retailers. Our client base spans the full range of retail from fashion apparel, footwear, jewellery, electronics, bookshops, garden centres and boutiques to the UK’s largest department stores.

We have a recognised track record within the retail industry for successful development and research. Our Ker’ching retail showcase, a simulated shopping and back-office environment, demonstrates how technological solutions can accelerate your business performance.

Due to our expertise, major retailers such as Marks & Spencer and Oasis have confidently chosen to deploy a BT supply chain solution.


BT Retail Supply Chain solution is built on a strong foundation:

- We are a market leader in retail solutions, having deployed over 100,000 Points of Service.
- More than 60 of Europe’s leading retailers use us to deliver the IT network infrastructure and applications necessary to thrive in a changing world.
- BT enables retailers, Fast Moving Consumer Goods (FMCG) and logistic companies to compete across all their consumer-facing and back office channels.
- Winner of the 2006 Retail Systems Award.
- 2006 Microsoft Retail Applications Developer Award winner.
- Member of the Global Institute of Logistics Partnership Excellence Programme.
- Founder Member of Chartered Institute of Logistics & Transport Corporate Programme.
- Member of the Association for Retail Technology Standards
To learn more about how BT can help you improve your supply chain efficiency, contact your BT Account Manager or visit www.bt.com/uk/retail.