A case of Regional Dominance

Konzum is part of Agrokor, whose retail group has 2,000 stores in Adriatic region to be the dominant grocery retailer. Part of this growth is a result of acquisitions which have led to the development of a diversified store network. Managing inventory levels for many different store layouts, means having to deal with a lot of exceptions on a regular basis. Since the exceptions are part of the daily operations, Konzum decided to embrace the issue and address it in a systematic manner. In partnership with Sigmia, Konzum implemented REPAMA (Replenishment Parameters Management), a bespoke solution based on the Oracle RPAS platform. REPAMA helped Konzum enhance collaboration between business teams and with suppliers, leading to reduced overall workload and response times in the value chain.
GOALS

• Support rapid growth across a diversified store network
• Promote business operations efficiency
• Enable decision making across multiple business teams
• Enhance collaboration with suppliers and between business teams
• Improve alignment with the store network

SIGMIA AT WORK

• Implement Konzum’s replenishment parameters management model in a bespoke RPAS-based solution
• Enable parameters management at various levels in the business hierarchies using an inheritance model
• Provide exception-based management capabilities
• Provide user-friendly mass-data entry capabilities
• Supply additional supporting information to aid in decision making
• Establish a security model that enables direct parameter management by suppliers (VMI)
• Roll out the solution incrementally to best suit business priorities and initiatives

RESULTS

• Direct control and responsibility to the teams owning the information required to act
• Team engagement fueled by a platform that provides the ability to plan and be proactive
• Informed decision making leveraging supporting information provided by the system
• Elimination of error-prone collaboration channels in the process
• Reduced overall workload
• Reduced response times

About SIGMIA

Sigmia is a specialist provider of system integration, solution optimization and support services for Oracle Retail solutions and a gold member of the Oracle Partner Network. We implement best-in-class data-driven decision support information systems for the retail industry, to help retailers thrive profitably while driving consumer loyalty and satisfaction. Our key to success stems from working closely with our clients to establish a deep understanding of their needs and implementing a pragmatic roadmap that enables the delivery of robust solutions, tailored to optimize their business process, operations and performance.