



SAP و توانمندسازی زنجیره تامین

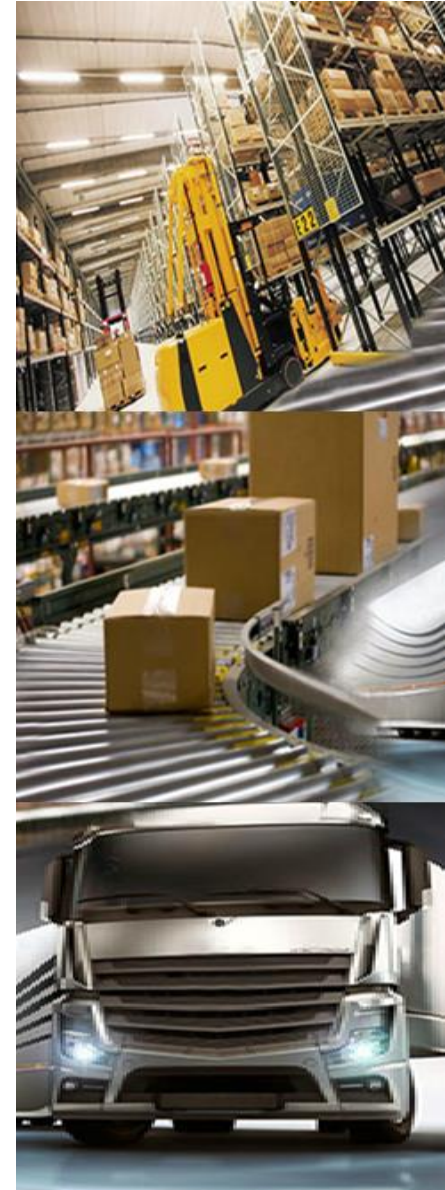
مطالعه موردی : شرکت گلستان

مهر ماه ۱۳۹۴

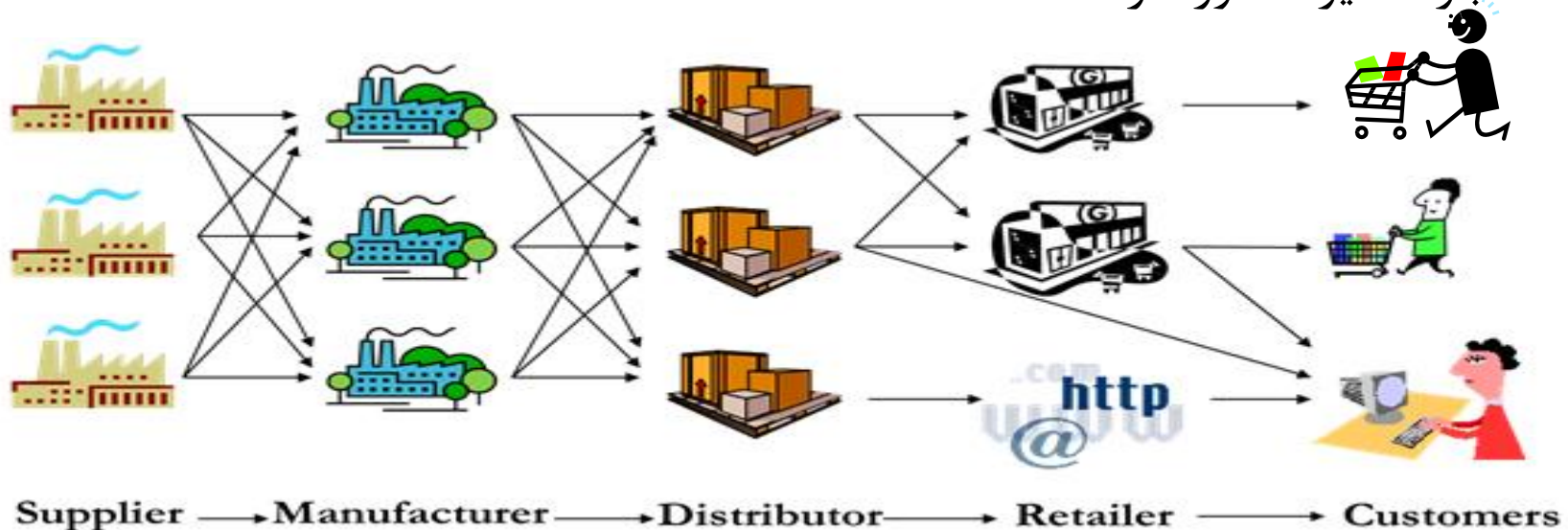
تهیه کننده : رامین صادقی بروجنی

معاونت انفورماتیک گلستان - واحد تحلیل و طراحی ERP

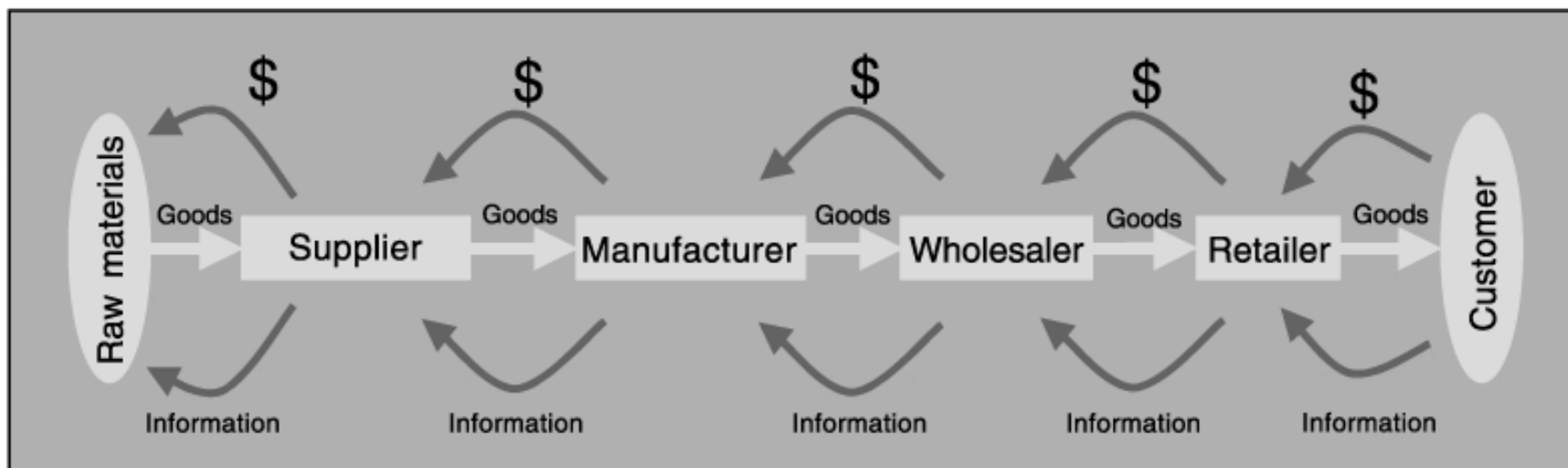
- جایگاه مدیریت زنجیره تامین در صنعت پخش
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- بطور کلی زنجیره تامین، زنجیره ای است که همه فعالیتهای مرتبط با جریان کالا و تبدیل مواد، از مرحله تهیه ماده اولیه تا مرحله تحویل کالای نهایی به مصرف کننده را شامل می شود. درباره جریان کالا دو جریان اطلاعات و جریان منابع مالی و اعتبارات نیز حضور دارد.

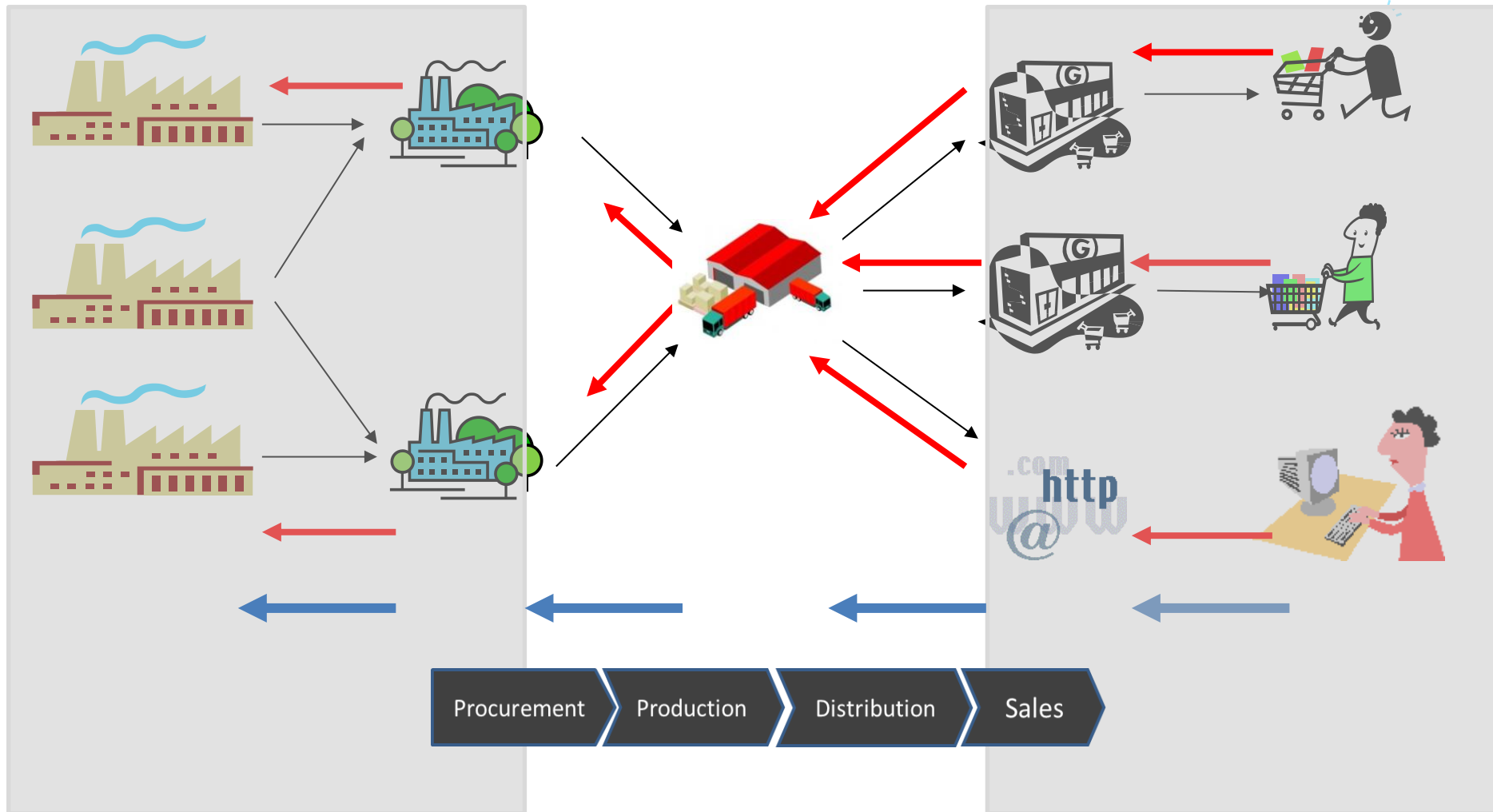


- یک زنجیره تامین، شامل دو یا چند سازمان است که توسط جریانهای مواد، اطلاعات و مالی به هم مرتبط هستند.



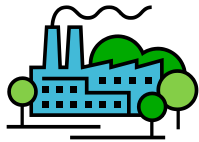
شبکه ای از سازمانها که با ارتباطی بالادستی به پایین دستی، در فرآیندها و فعالیتهایی درگیرند و به صورت محصولات و خدمات ارائه شده به مشتری نهایی تولید ارزش می کنند.

Supplier → Manufacturer → Distributor → Retailer → Consumer



Supplier want to know :

- Who their customer are.
- Have direct access to Customer.
- Have a better visibility and control of customer demand .
- Want to increase the efficiency in the supply chain.



Customer want to :

- increase the efficiency in the supply chain .
- Improve their margin by buying directly from the suppliers.



3PL's:

are expanding their business beyond transportation into rich distribution services on behalf of suppliers





Supply



Demand



The right
Product

+



The right
Price

+



The right
Store

+



The right
Quantity

+



The right
Customer

+

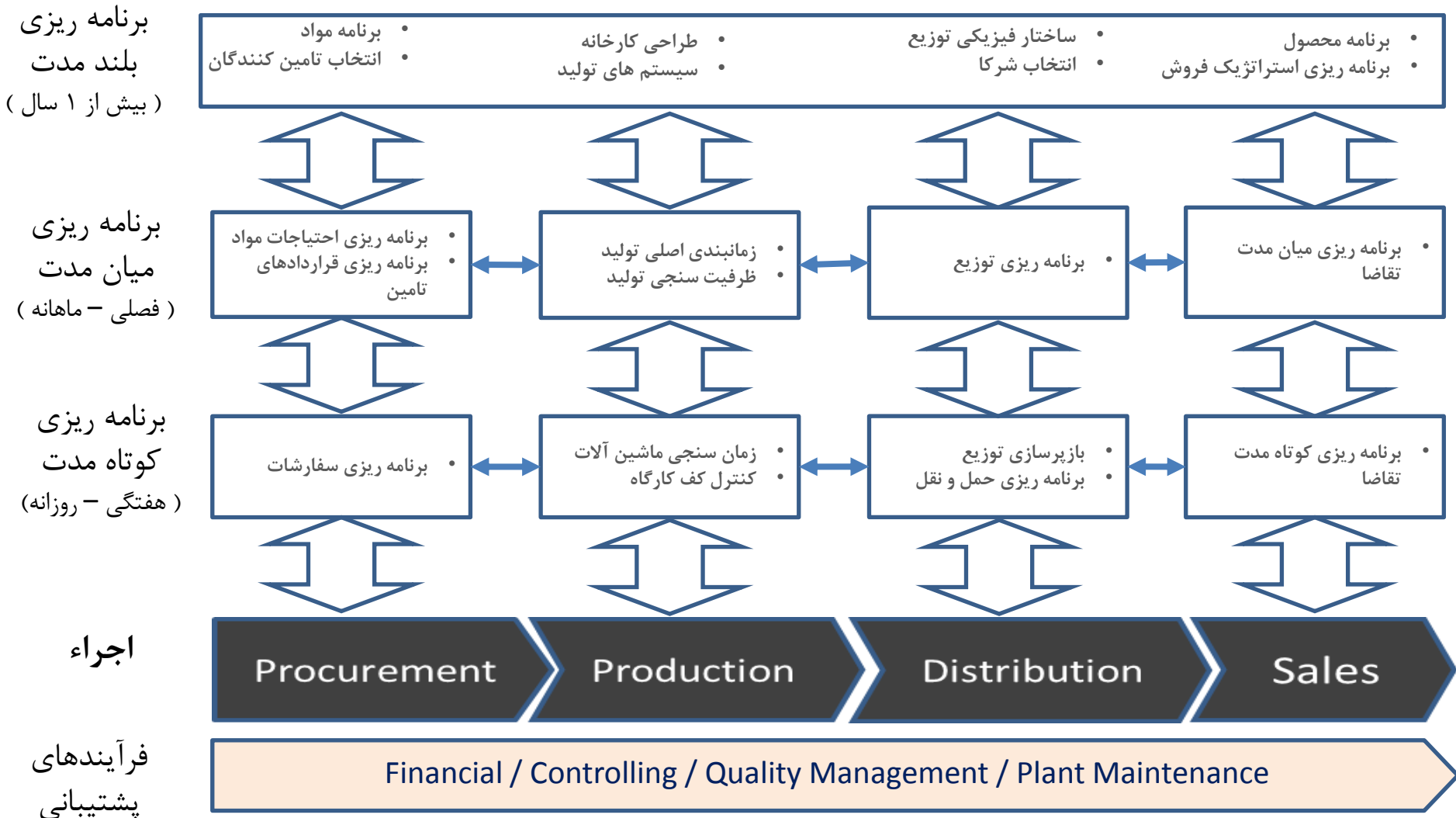


The right
Time

=

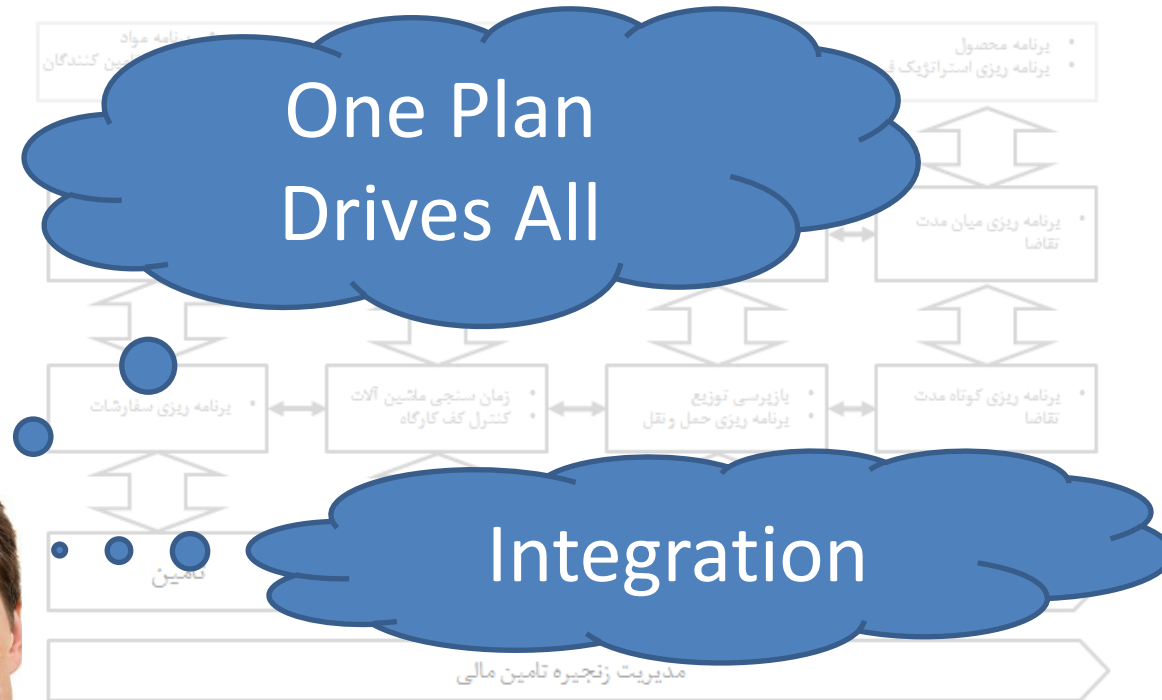


Higher
Profits

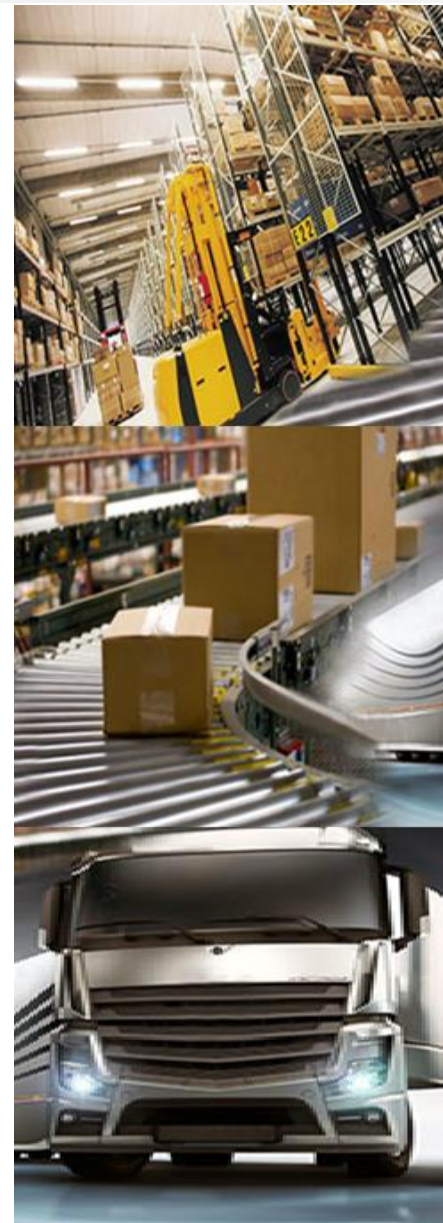


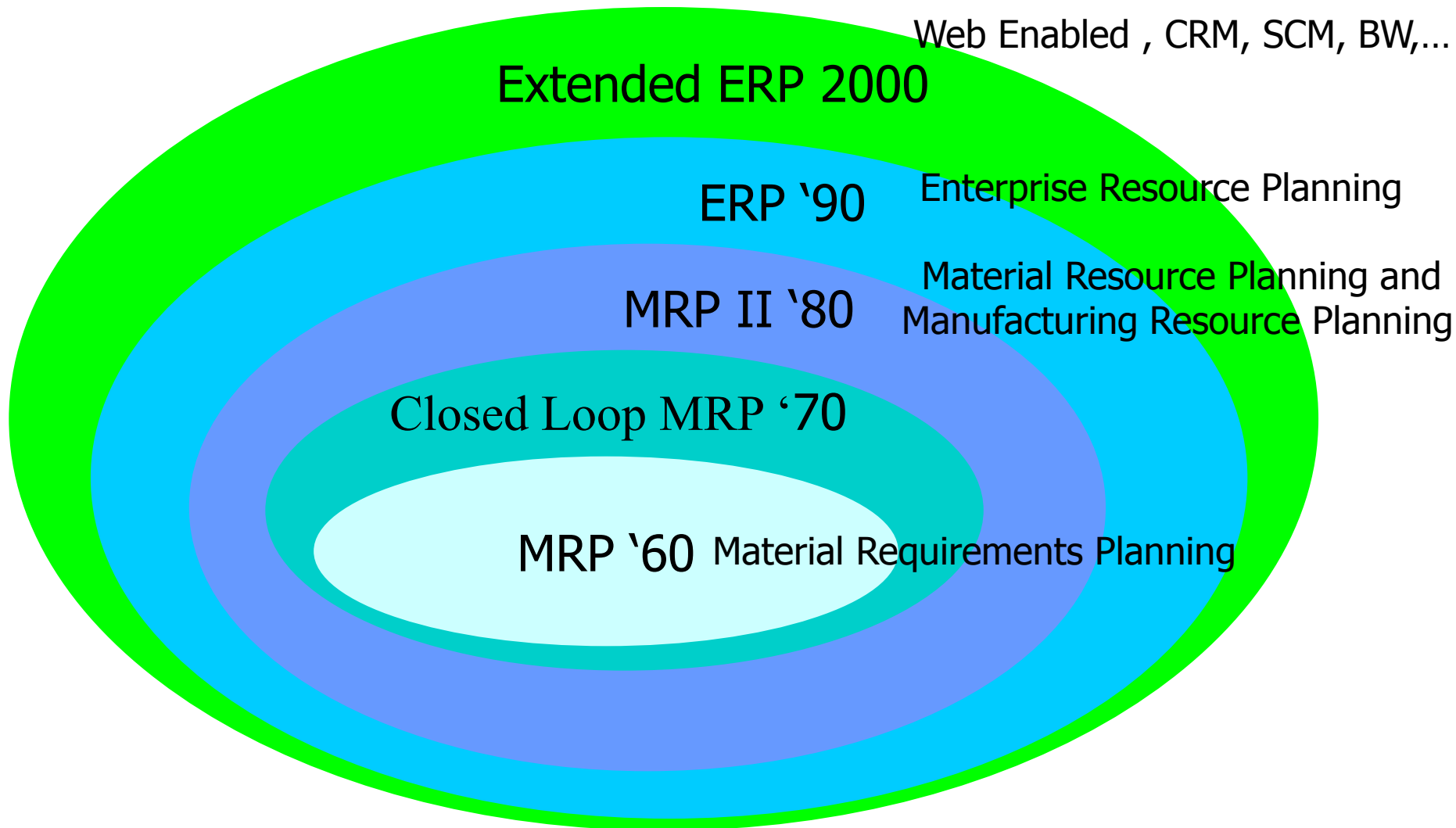
One Plan
Drives All

Integration



- جایگاه مدیریت زنجیره تامین در صنعت پخش
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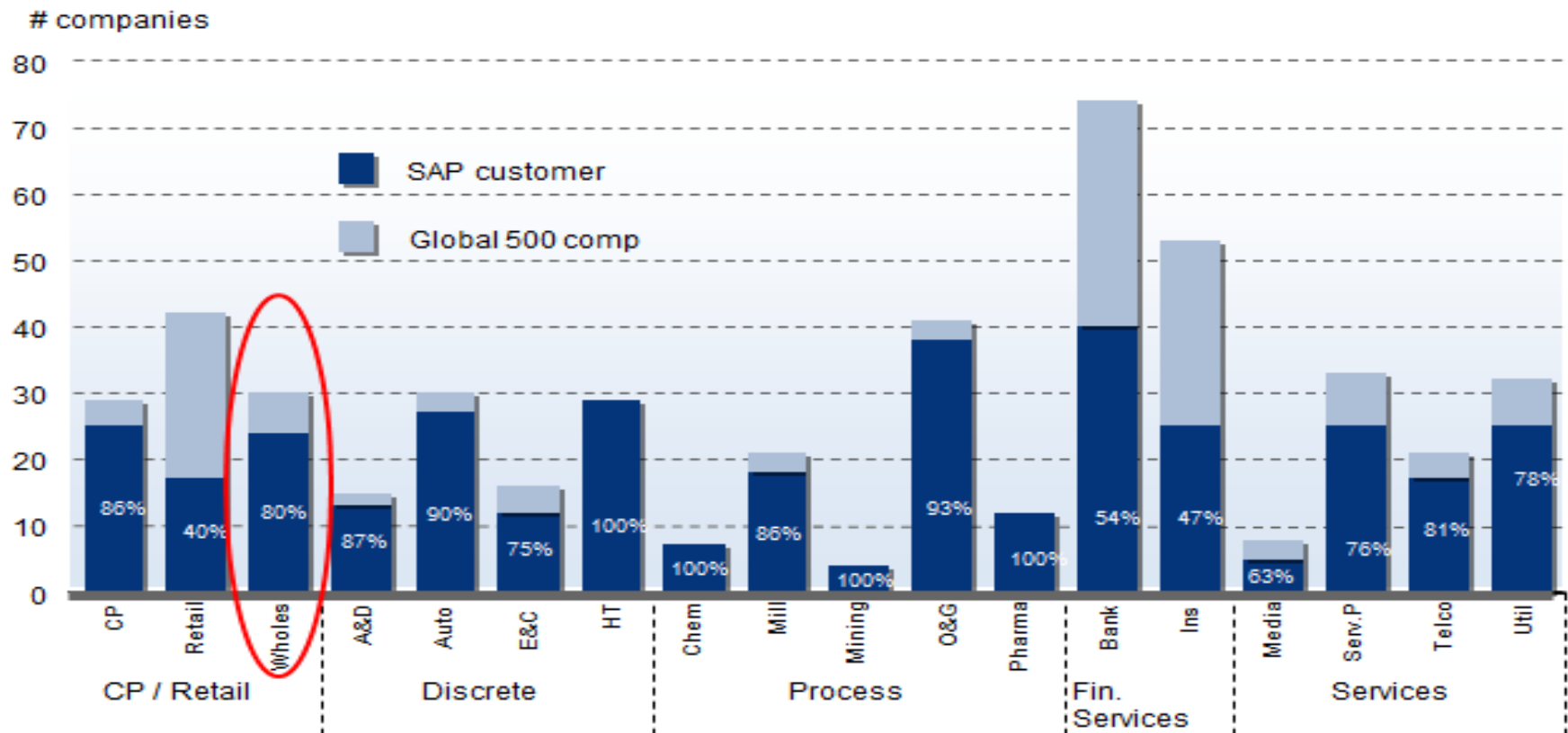




سیستم های اطلاعات یکپارچه

سیستم برنامه ریزی منابع سازمان

وظیفه گرایی	فرایند گرایی
داده های تکراری	داده های یکپارچه
هدف: مکانیزه کردن	هدف: بهبود فرایندهای کسب و کار و افزایش هوشمندی
---	استفاده از تجارب برتر
تمرکز بر اطلاعات گذشته	تمرکز بر برنامه ریزی آینده
اطلاعات انجام کار را در سیستم وارد کردن	عملیات را با سیستم انجام دادن



The Complete Food & Beverage Value Chain Runs SAP

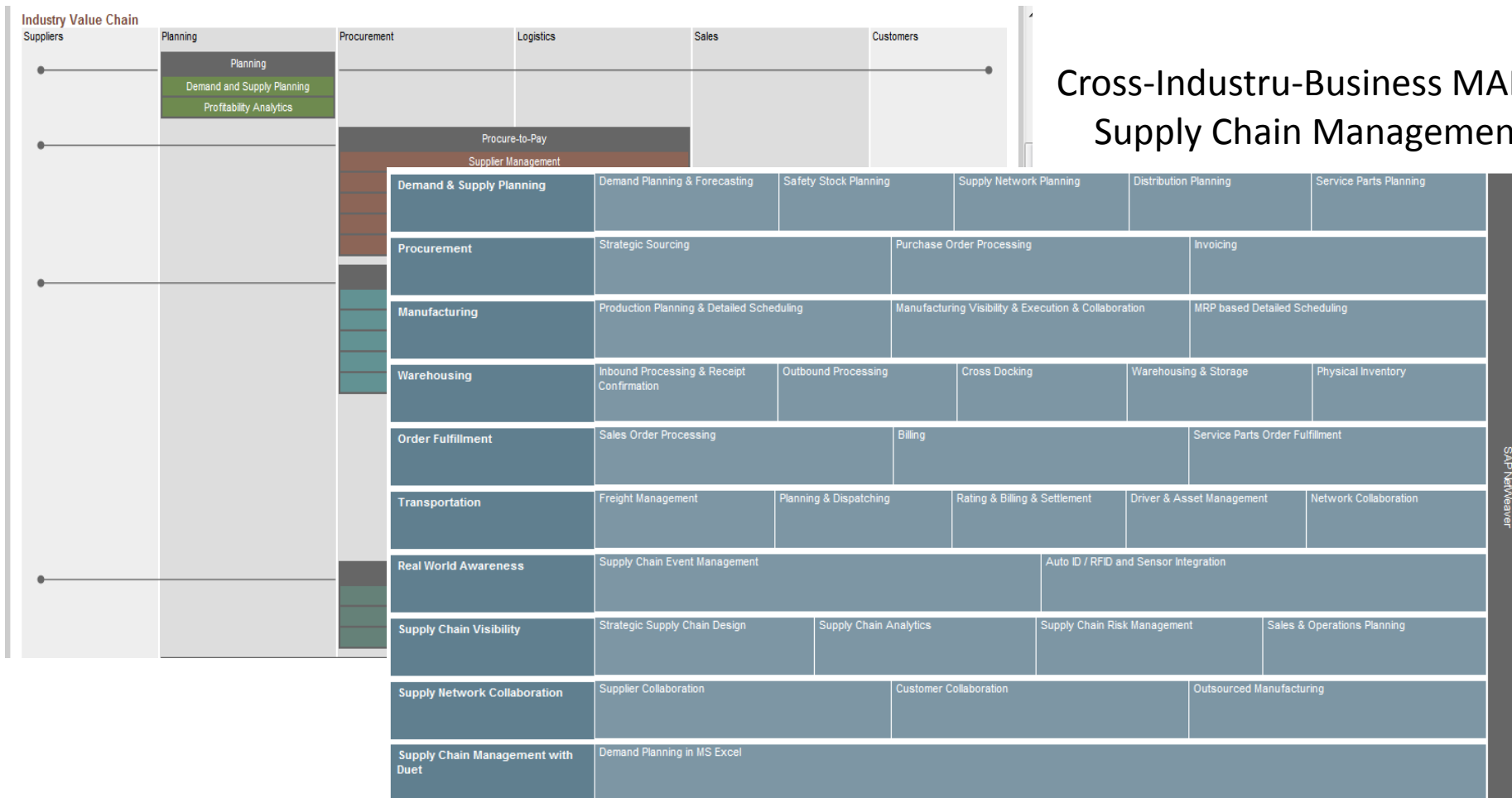


Market Leadership for Wholesale Distribution includes:

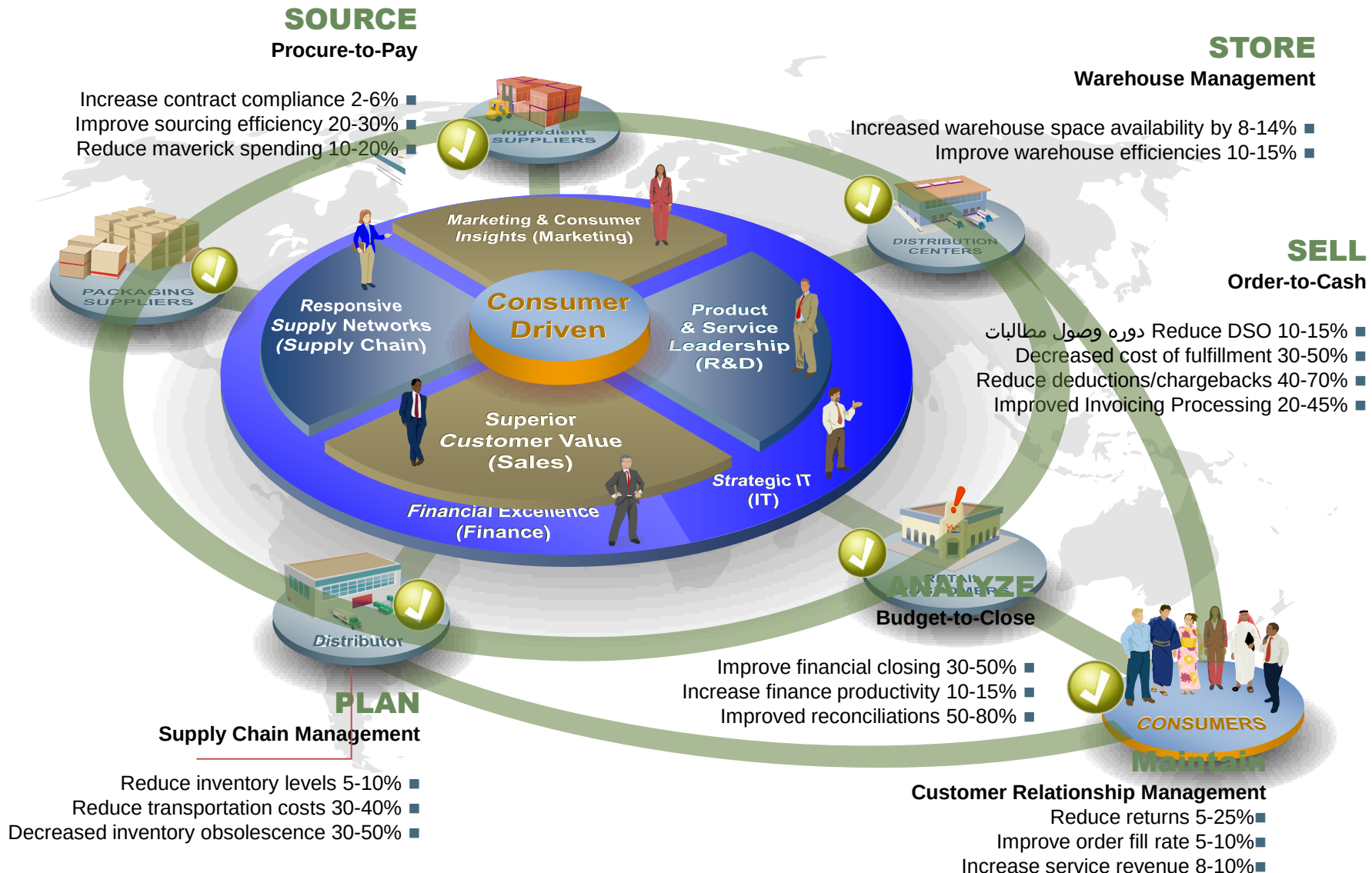
- 8 of top 10 WSD customers, Over 5,600 WSD customer world wide ■
- More than 150 mid-market Wholesale Distribution customers in the US ■
- 30 + years of wholesale distribution experience ■



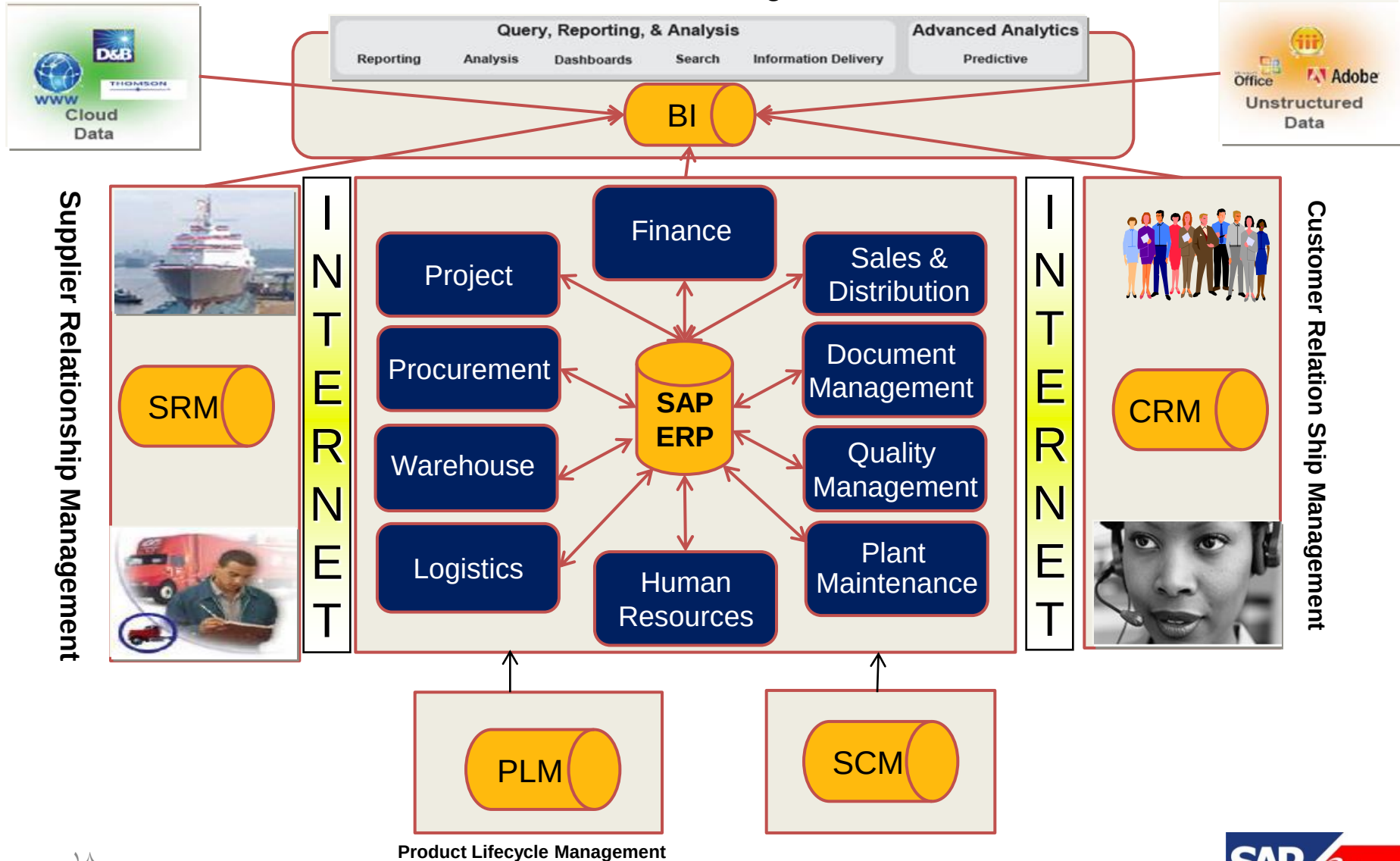
Industry-Specific-Business Map (Whole sales Distribution)

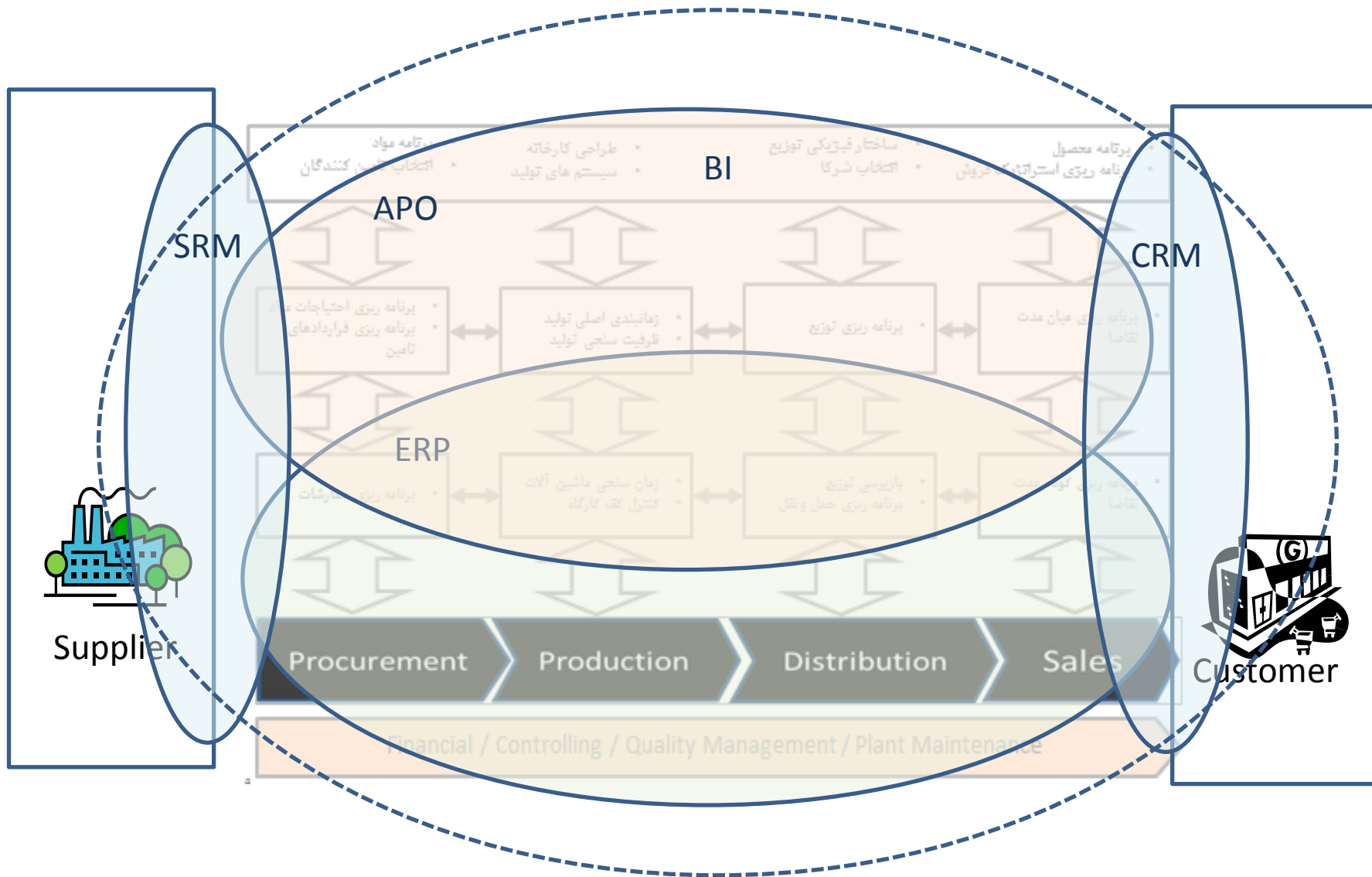


رشد شاخص های کلیدی عملکرد با اجرای سپ

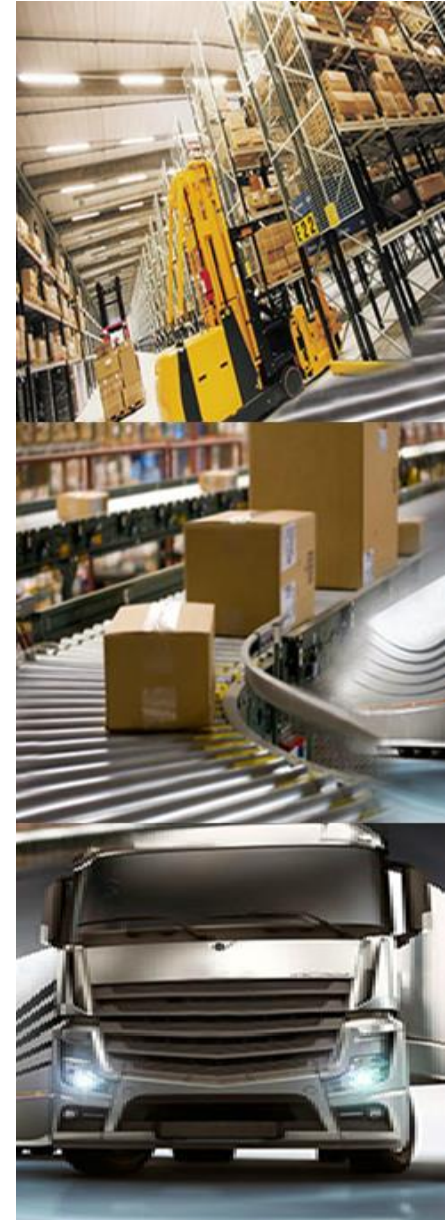


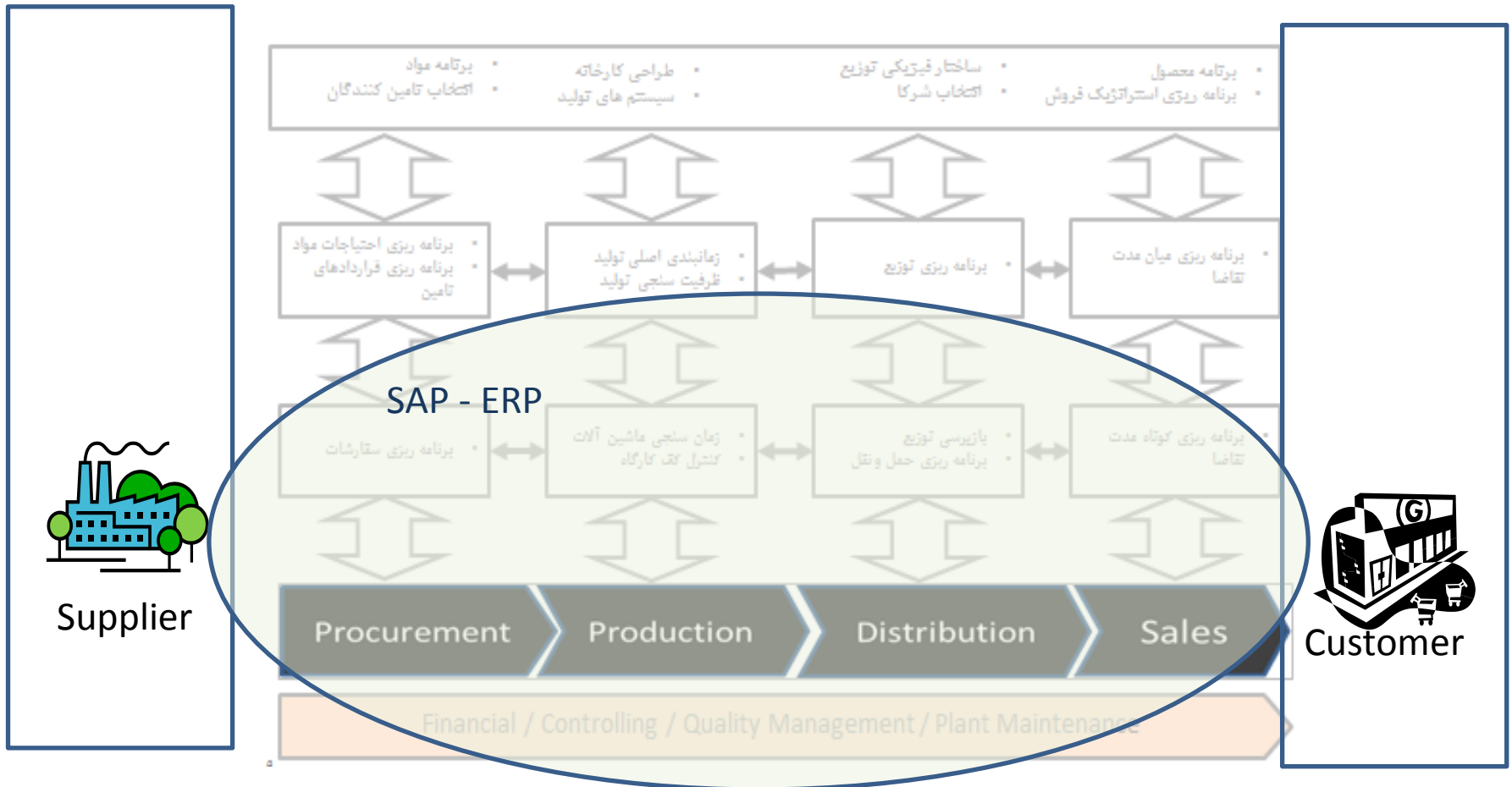
Business Intelligence

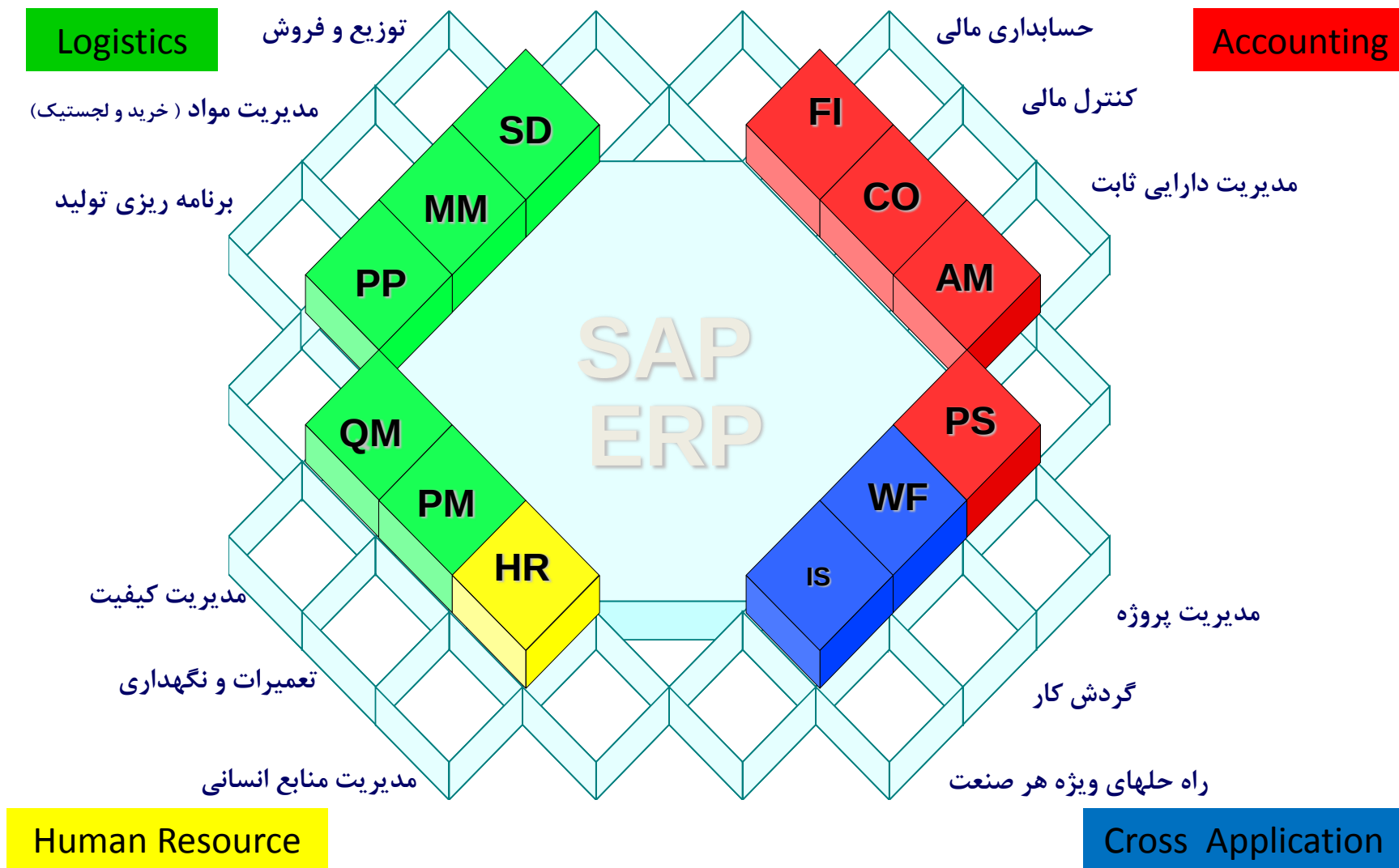




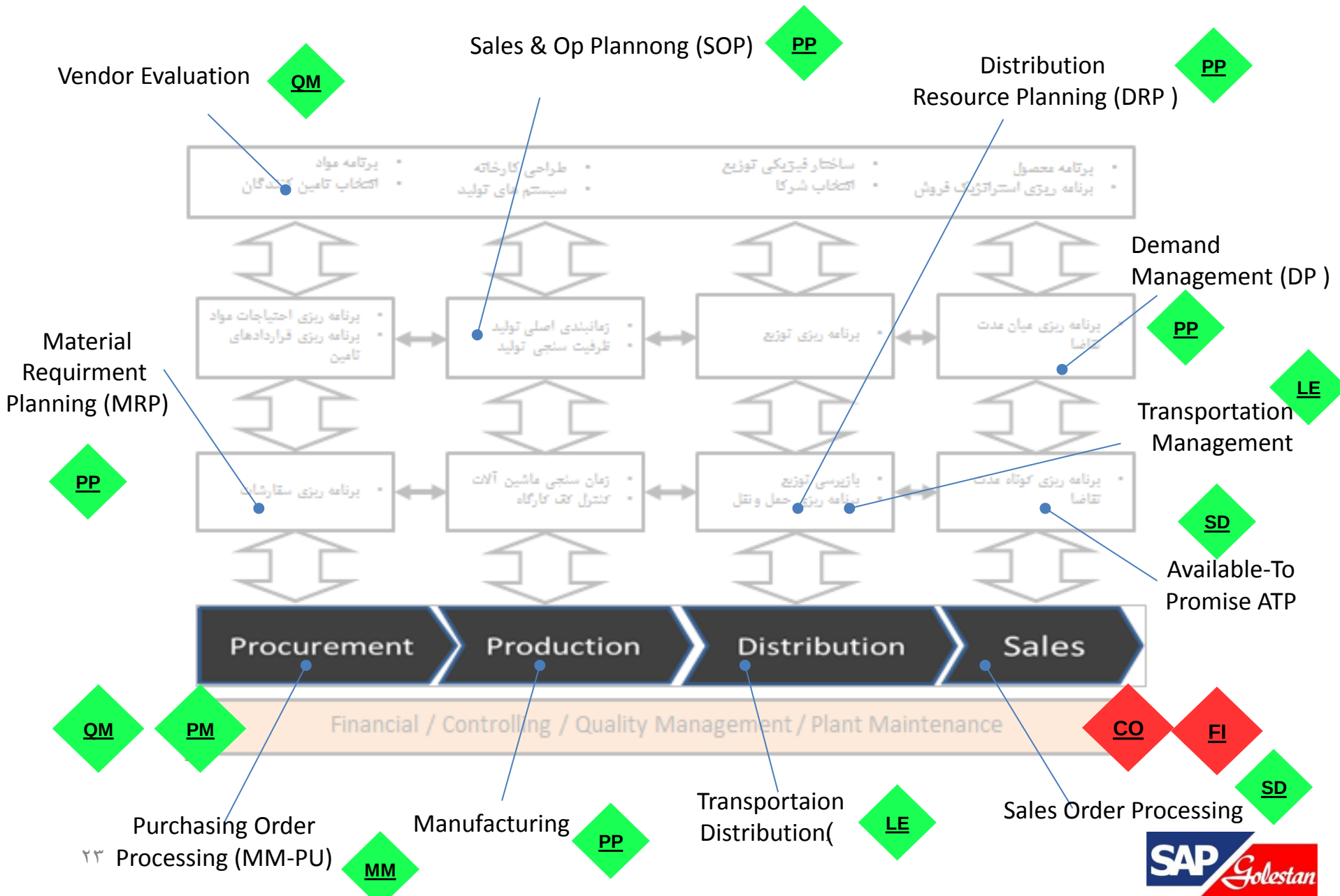
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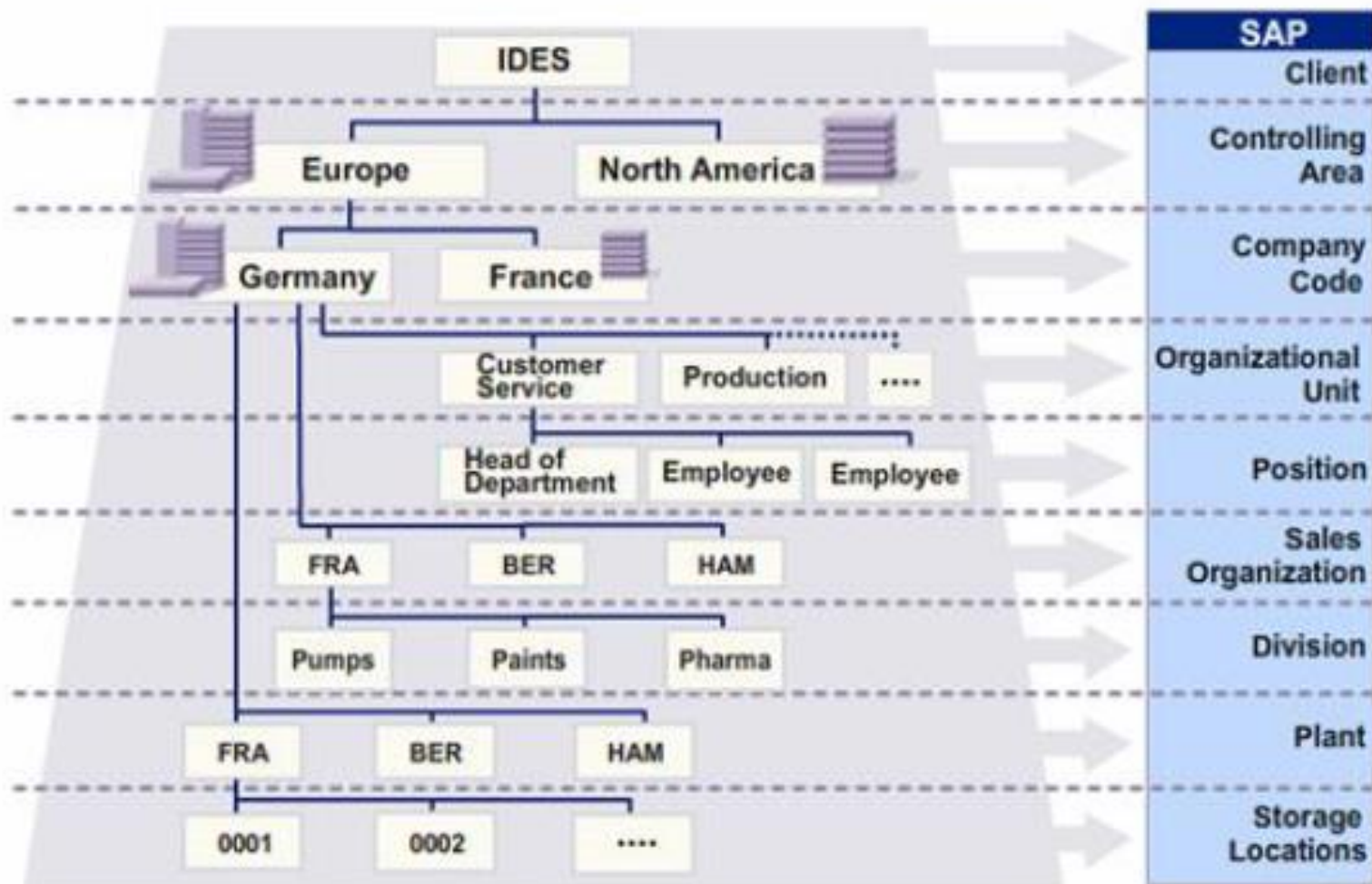


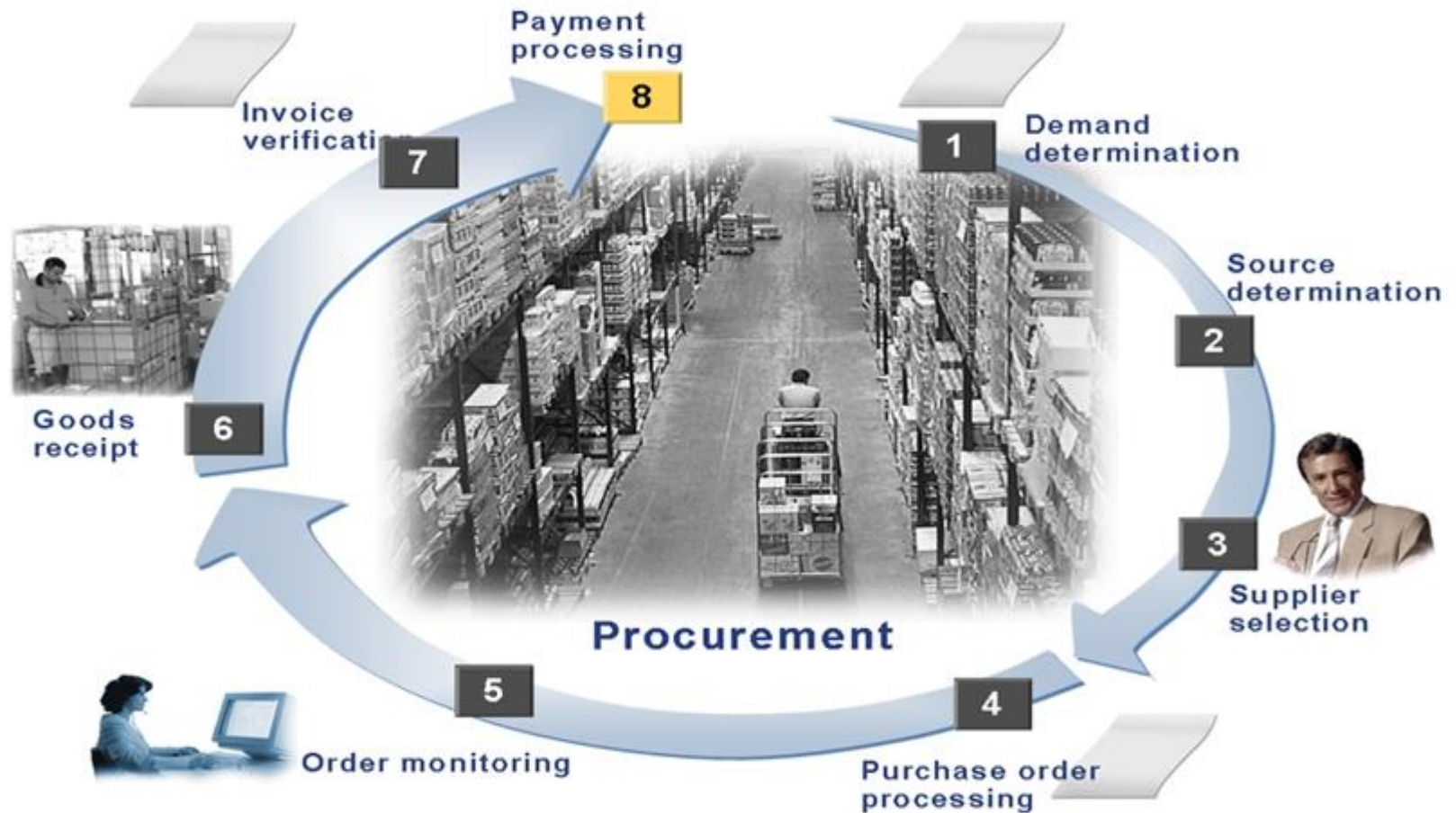


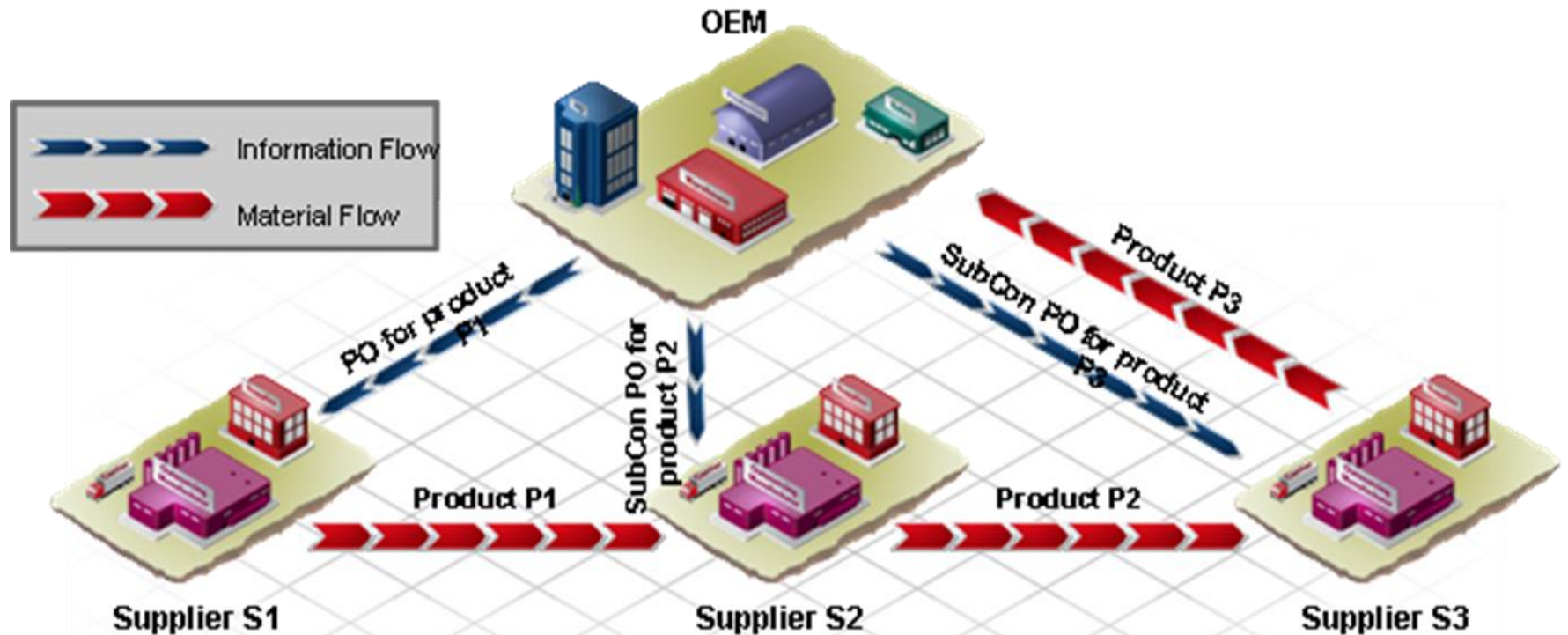


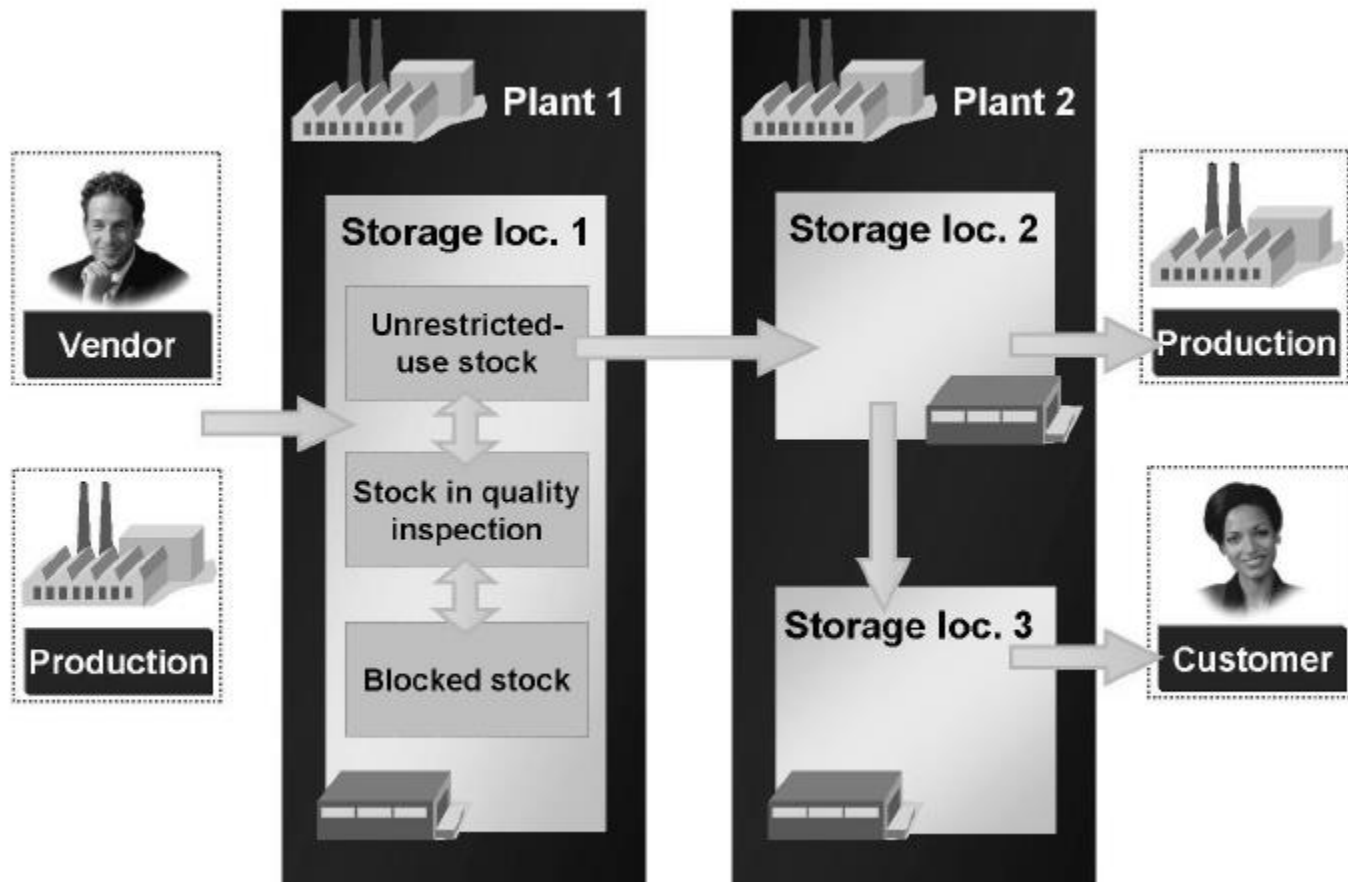
توانمندسازی فرآیندهای زنجیره تامین با SAP-ERP

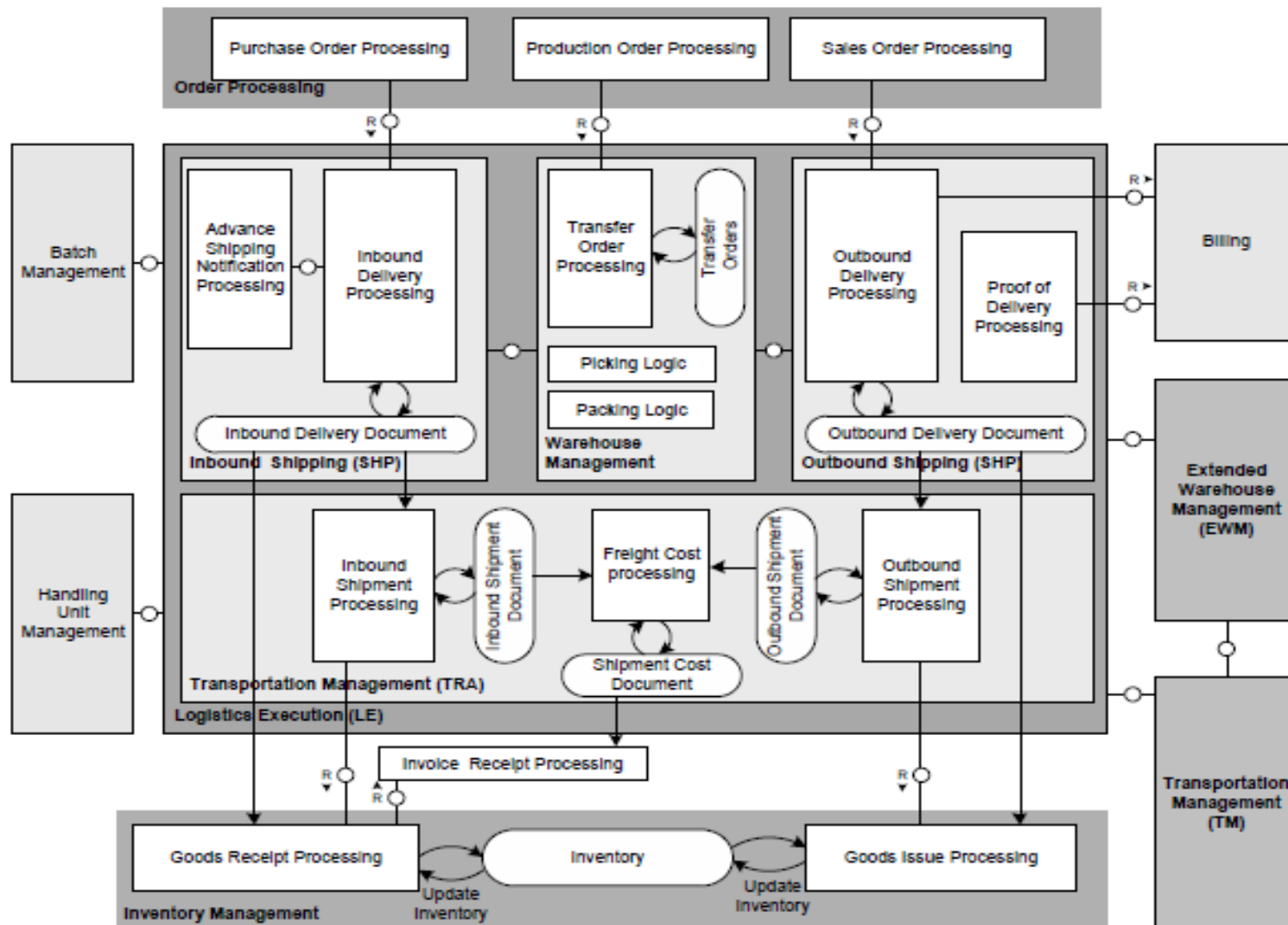


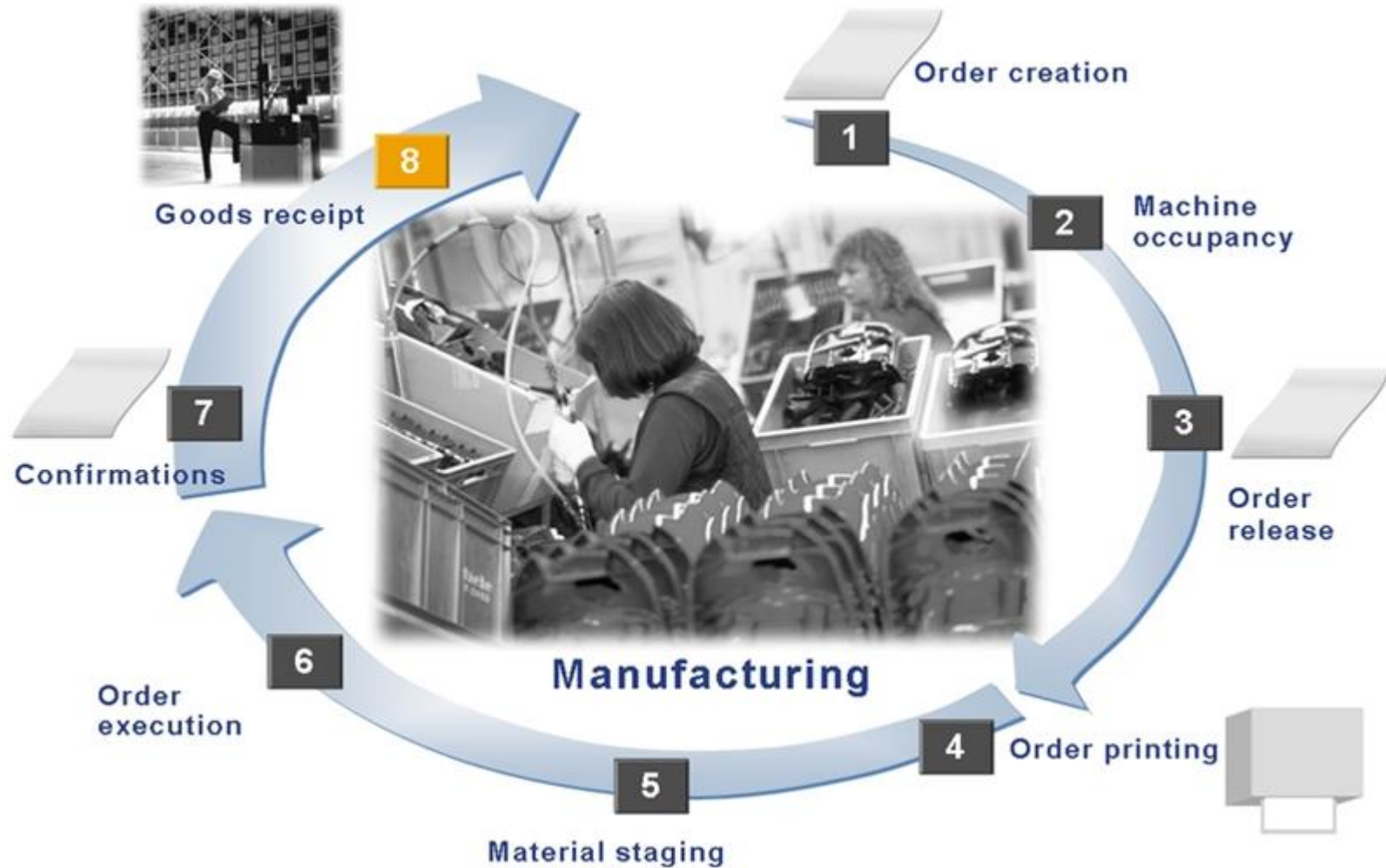


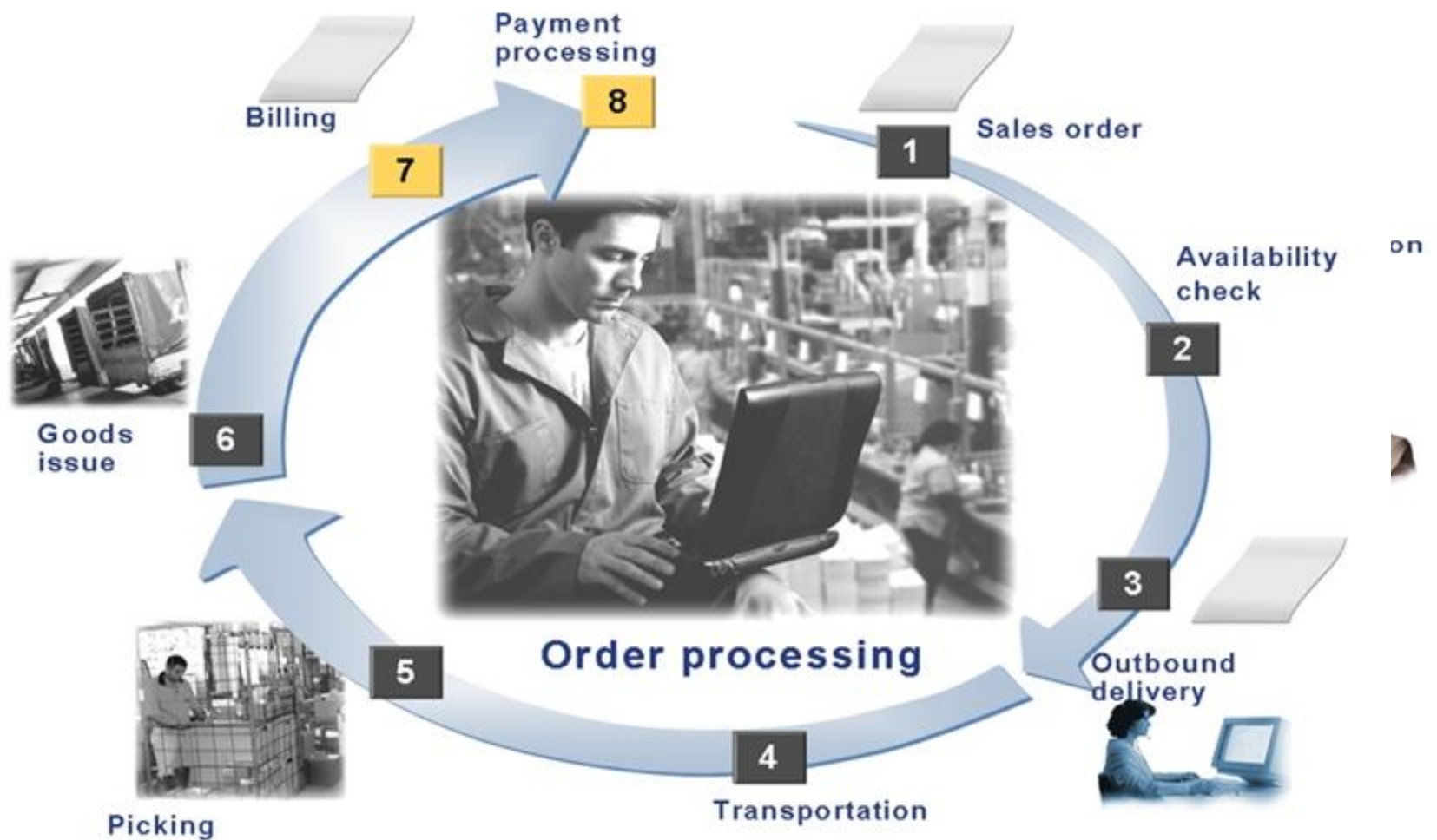












Direct Store Delivery

10. Final Settlement

Difference determination
Create/edit SD documents
Payment posting to FI
Post goods issue
Release billing block

1. Customer Planning

Account and Territory Management
Visit planning and scheduling
Tour management
Mandatory and Optional DSD and CRM Activities

2. Order Entry

Multiple order sources: Pre-seller, Van-seller, Call Center, Web channel, EDI, other
On and Off line pricing with TPM
Credit check, ATP check

9. End of day

Confirm cash, payments, expenses
Confirm empties, returns
Confirm actual products
Recap visits and activities

8. Throughout the Day

Receive new visits during tour
Push orders to Back End
Pre-settle visits when completed
Reload, unload

7. Route Accounting

Collect cash, process payments
Collect empties, returns, damage goods
Print delivery documents
DEX compliance

6. Execute Visits

Visit all accounts
Execute activities, surveys, audits, orders, deliveries, returns, empties, damaged goods, Print delivery documents and invoice

3. Shipment Preparation

Delivery creation
Dispatching
Picking / Packing / Loading
Printing of delivery documents

4. Start of Day

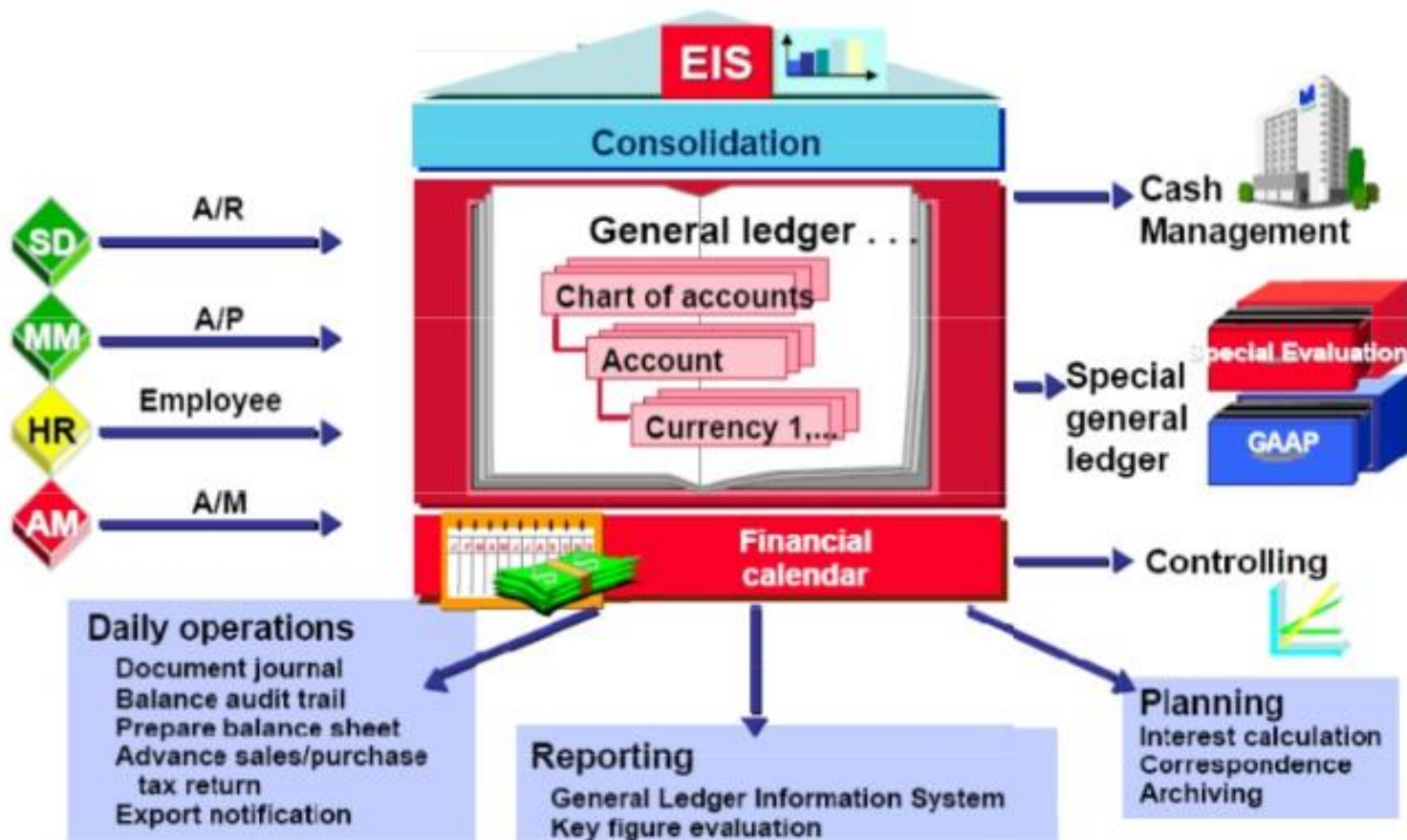
Initial data download
Tour visits and activities
Orders, Deliveries, Collection
Surveys, Audits, Compliance

5. Check-out

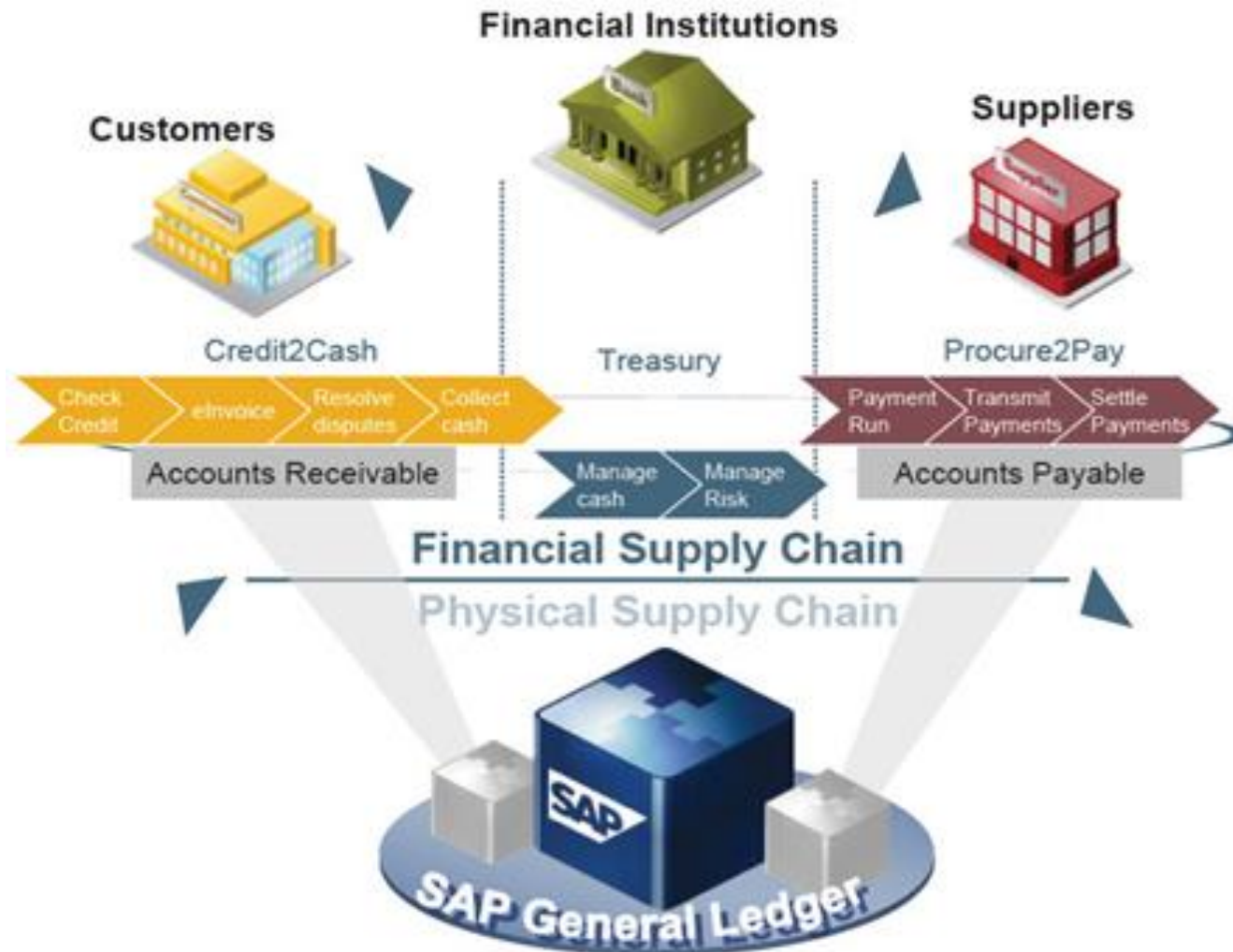
Check out vehicle
Check load
Confirm load

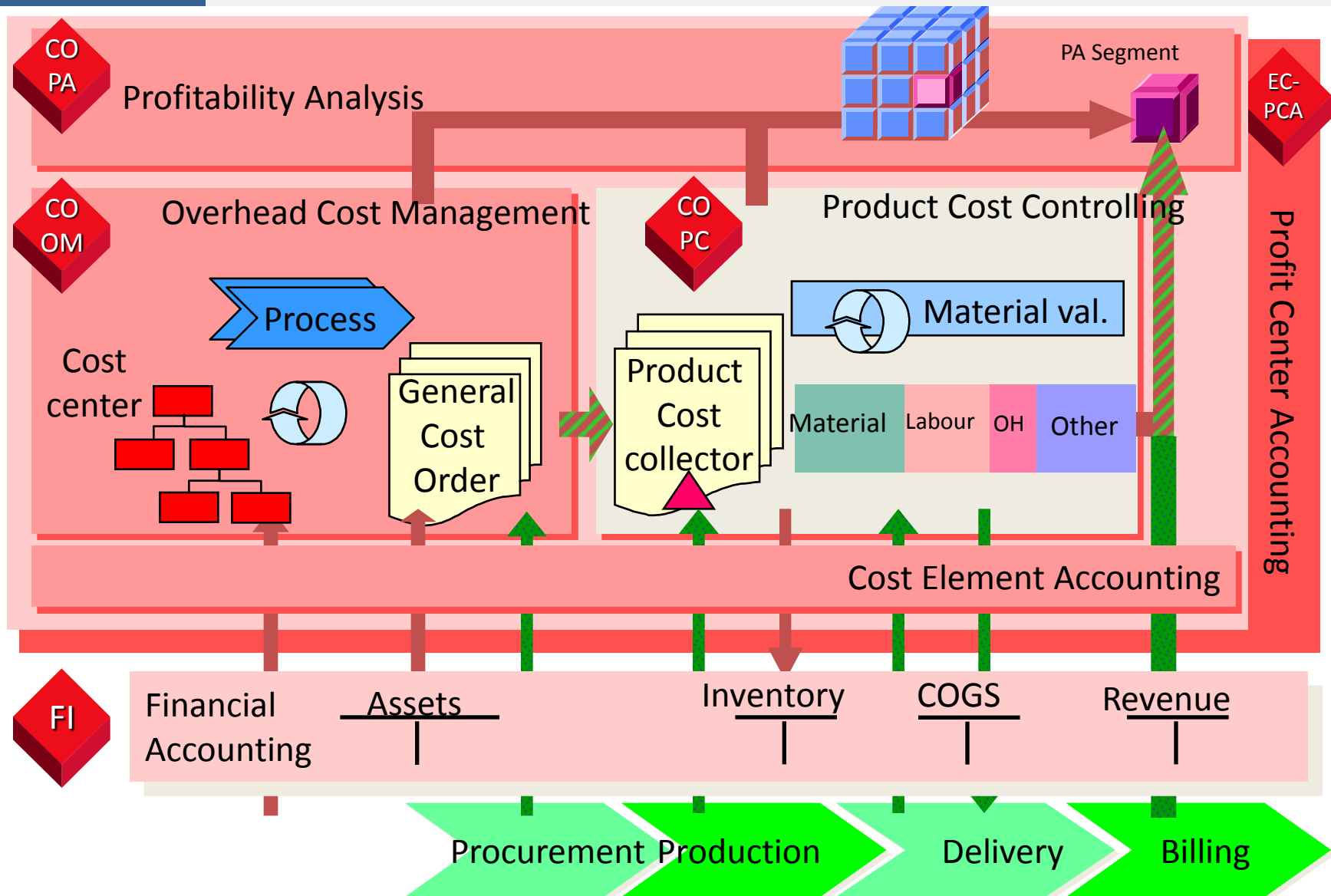


Financial Accounting



Financial supply Chain Management



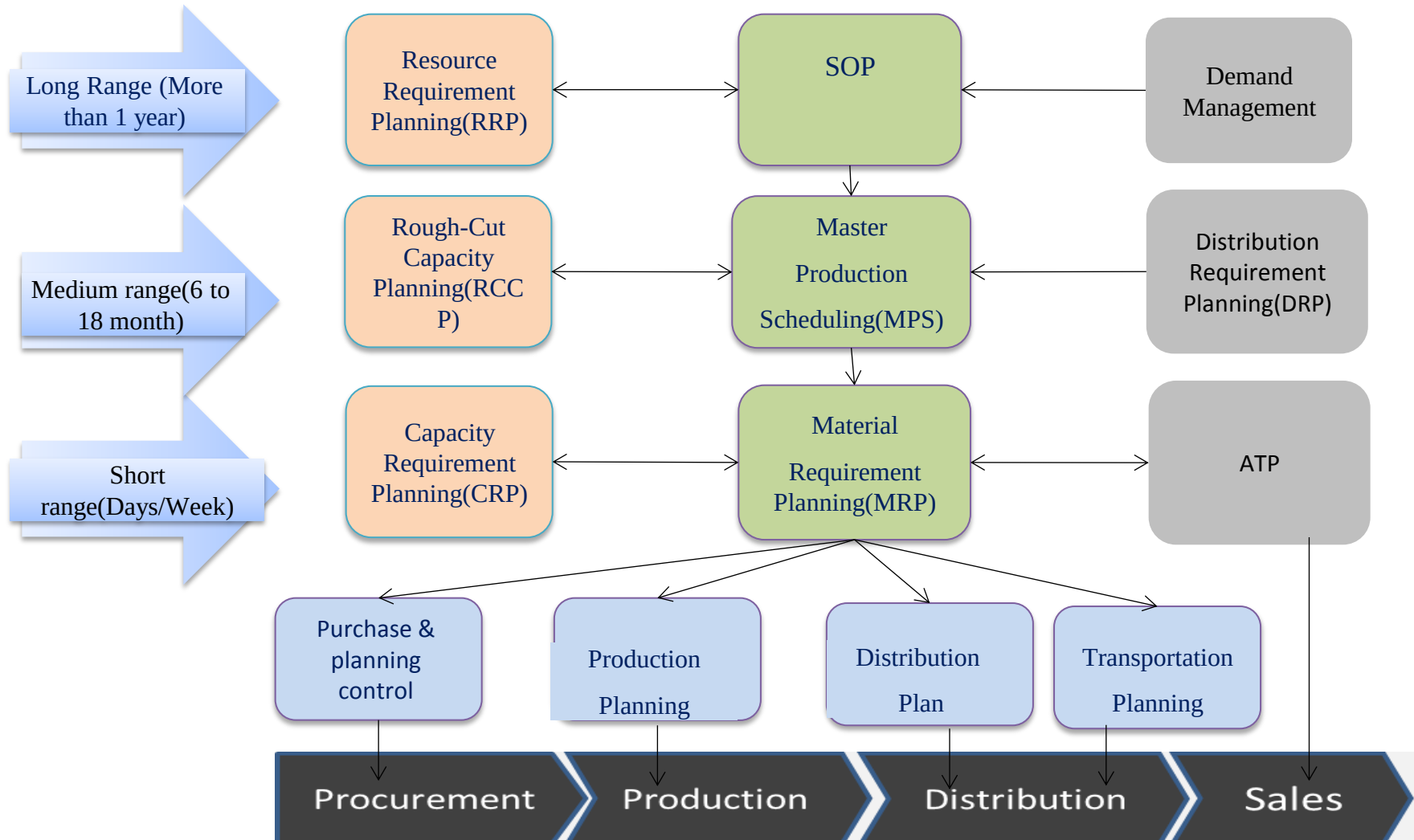


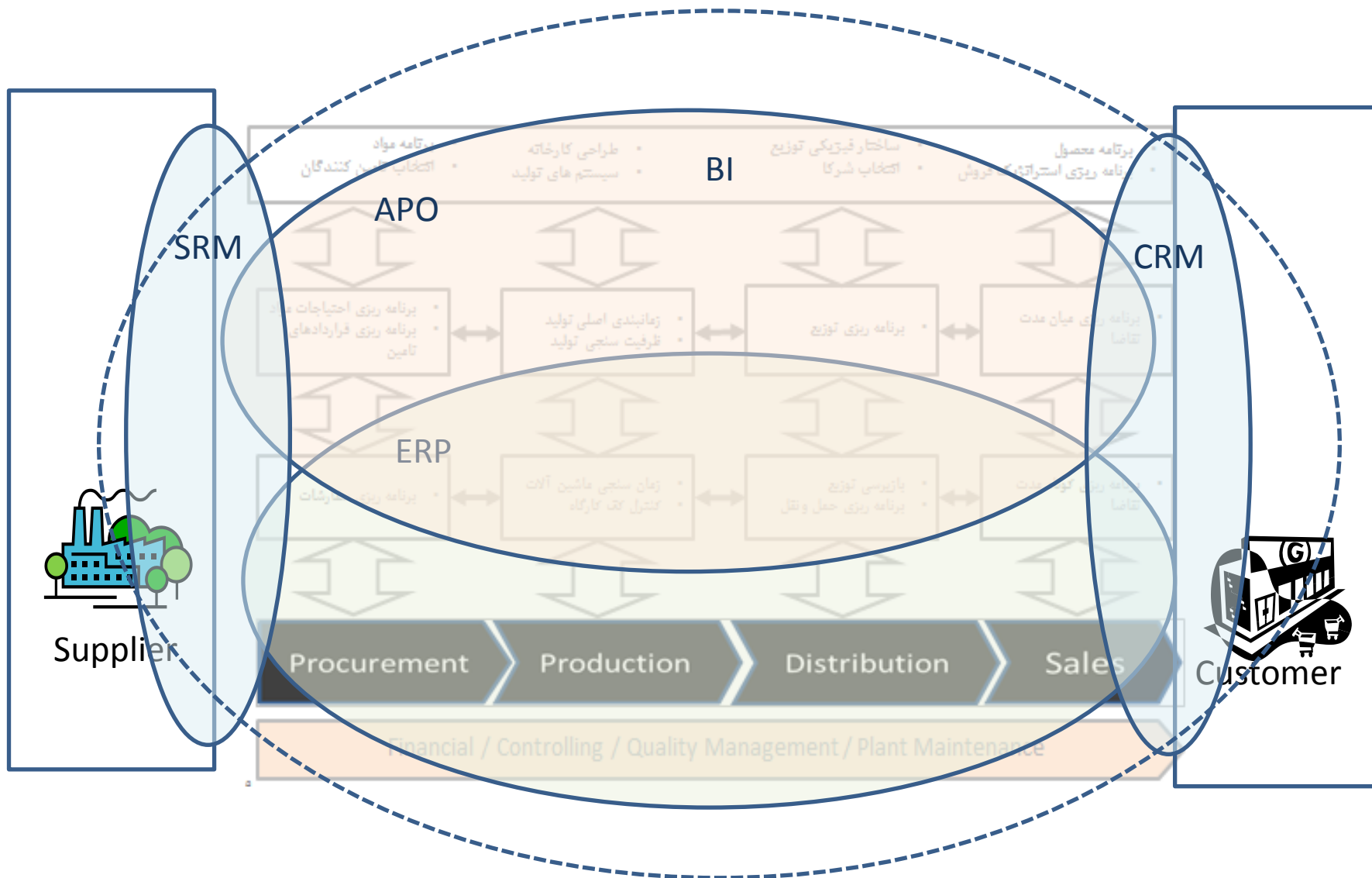
Planning horizon

Capacity level

Material plan

Demand Level



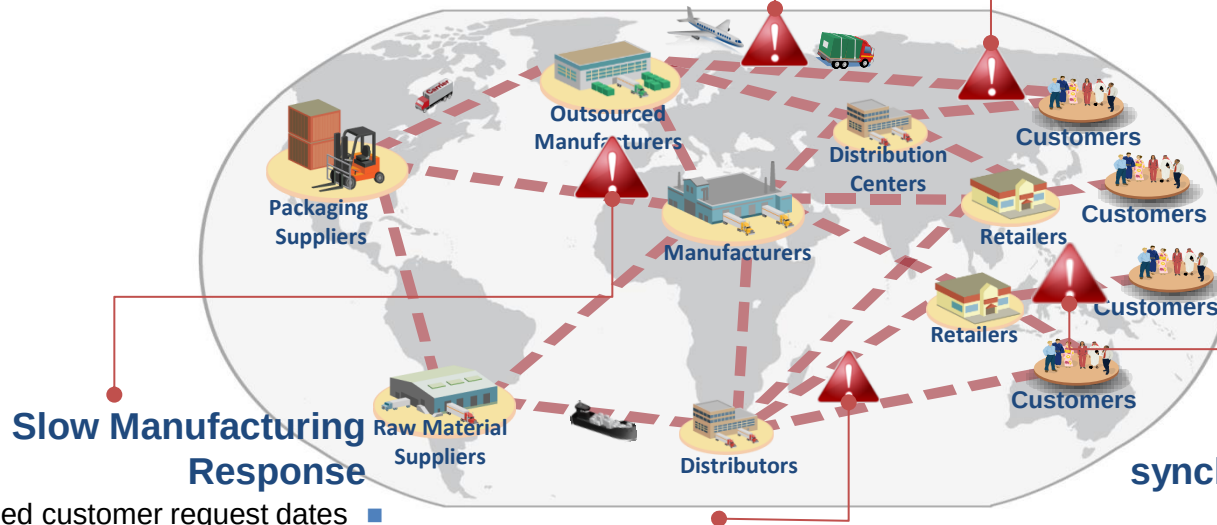


Complex and dysfunctional logistics network

- Inflated transportation costs
- Increased inventory & warehousing costs
- Rising risk throughout the supply network
- Declining customer service

Lack of visibility across the services supply network

- Inability to quickly and efficiently react to customer requirements
- Parts planning, warehousing and fulfillment not aligned
- Inaccurate parts inventory



Slow Manufacturing Response

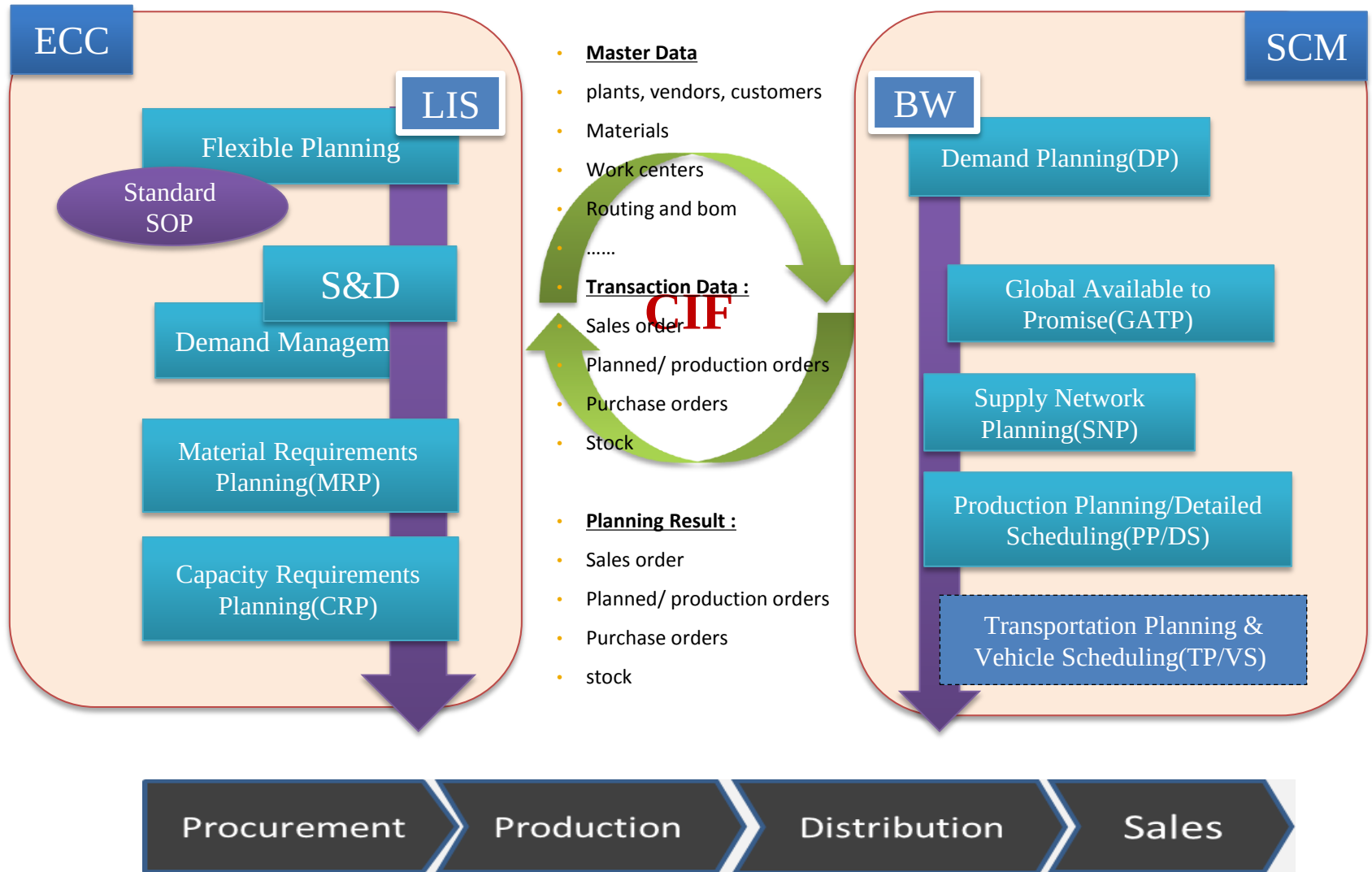
- Missed customer request dates
- Lots not moving correctly through production
- Unnecessary supply chain costs

Costly manual efforts to ensure product safety and compliance

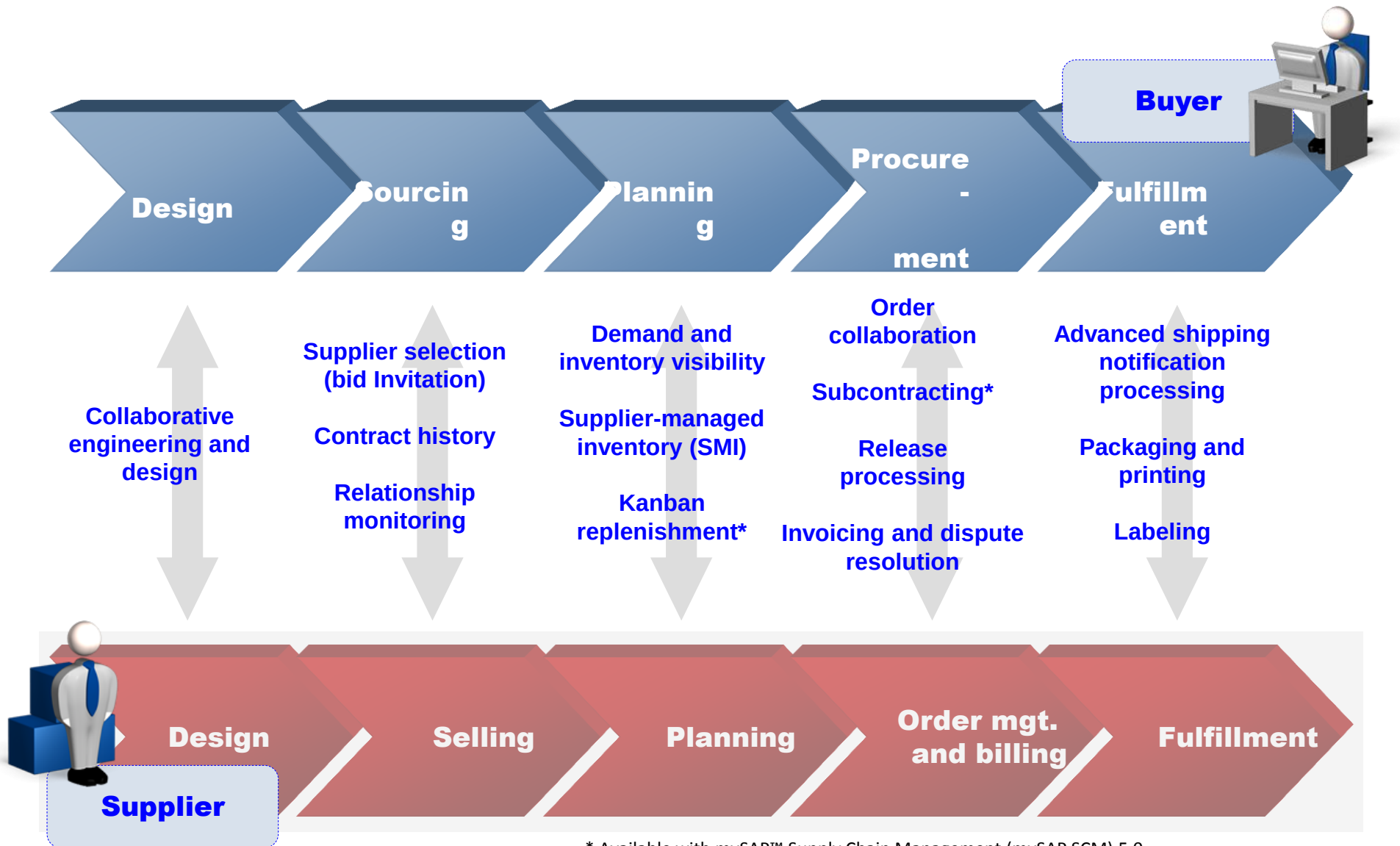
- Challenge to manage product quality & compliance at low cost
- Difficult to have full traceability, manage recalls and prevent counterfeiting and grey markets
- Complex sustainability reporting and analysis

Inability to synchronize supply to demand

- Poor demand visibility leads to lost opportunities
- Can't profitably match supply to demand
- Slow supply response







* Available with mySAP™ Supply Chain Management (mySAP SCM) 5.0

Processes

Customer Interaction Cycle



Channel



Internet



Mobile



Phone

How



Operative



Analytical



Collaborative

Portals

Who

Marketing

Sales

Service

Executives

Customer Relationship Core Processes

- Customer service through all communication channels ■
- Technical information ■
- Customer certifications ■
- Quality and complaint management ■
- Responsible Care ■
- Duty drawbacks for brokers ■
- Internet self-service ■

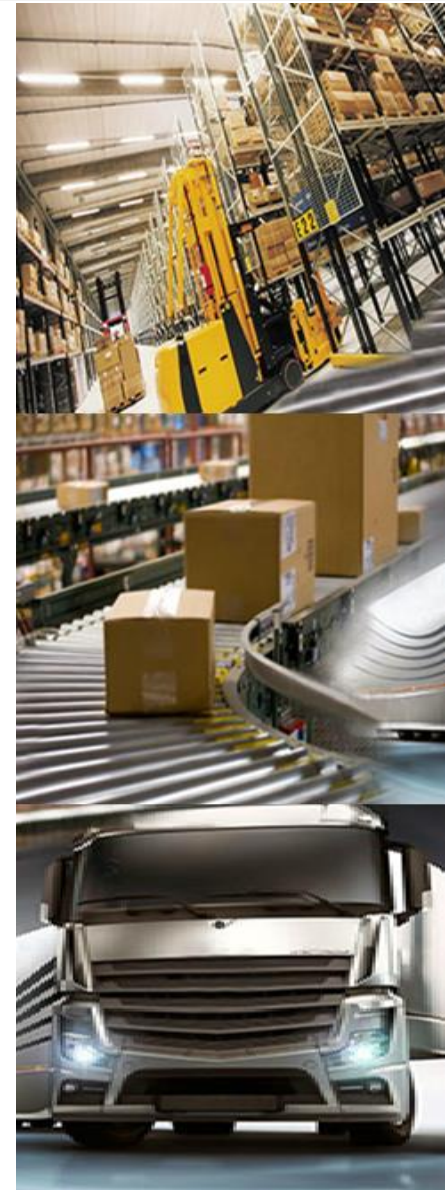


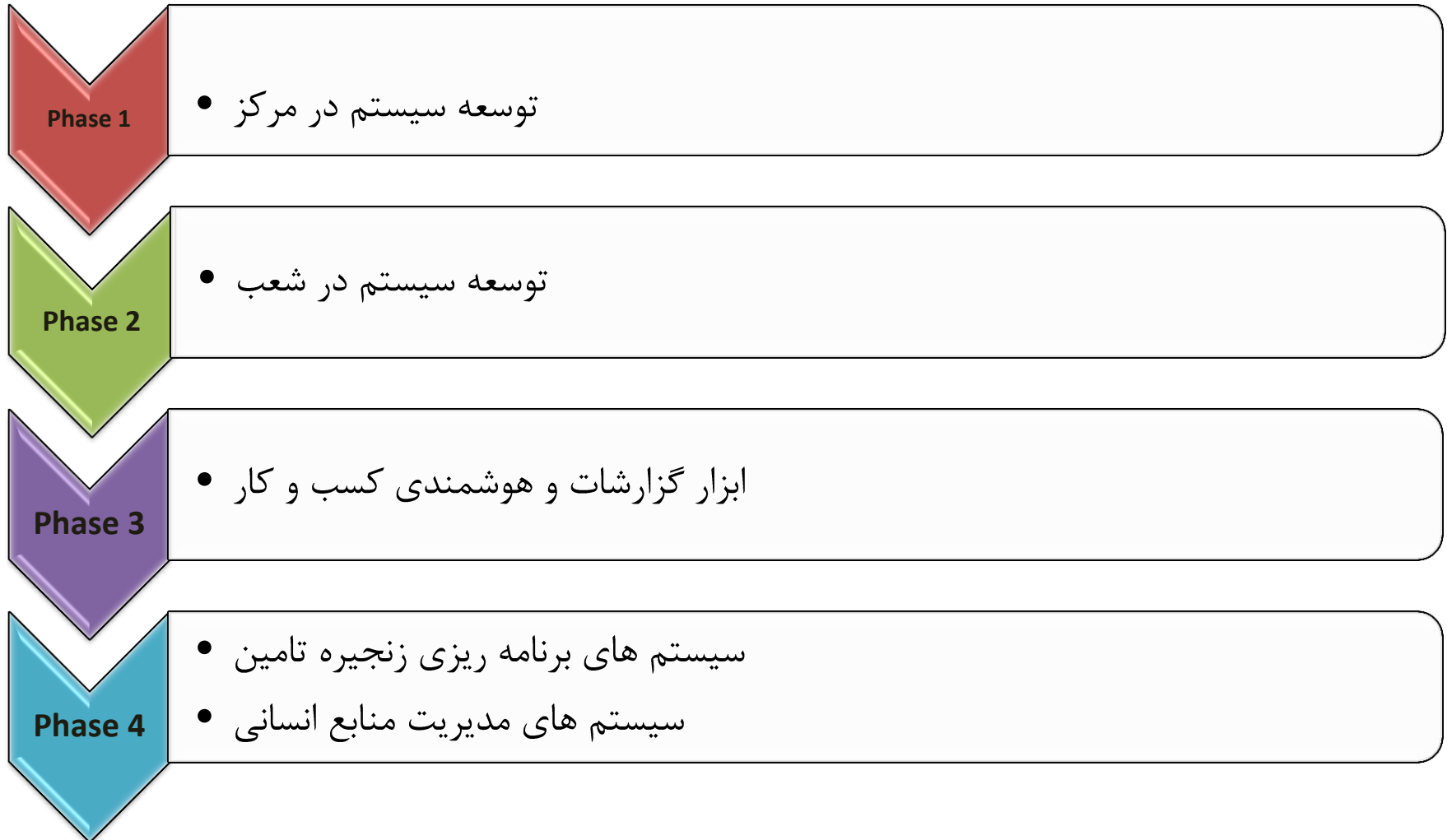
- Order tracking and self-service ■
- Transportation management ■
- Foreign trade documents ■
- MSDS and Certificates of Analysis ■
- Early warning on late deliveries ■
- Order fulfillment ■
- Vendor Managed Inventory (VMI) ■
- System to system management ■
- Container tracking ■

- Market analysis and sales planning ■
- Sales analysis ■
- Activity management ■
- Opportunity management ■
- Lead generation ■
- Product information ■
- Collaborative forecasting and planning ■
- Sample management ■
- ISO certifications ■
- Price agreements ■
- Up-selling and cross-selling ■

- Order processing ■
- Rebates ■
- Price and delivery contracts ■
- Mobile order entry ■
- Inventory level per product / warehouse ■
- Certification of raw materials ■
- Product catalog with customer-specific pricing ■
- Order change confirmation ■
- Order confirmation with ATP-check ■
- Contract management ■

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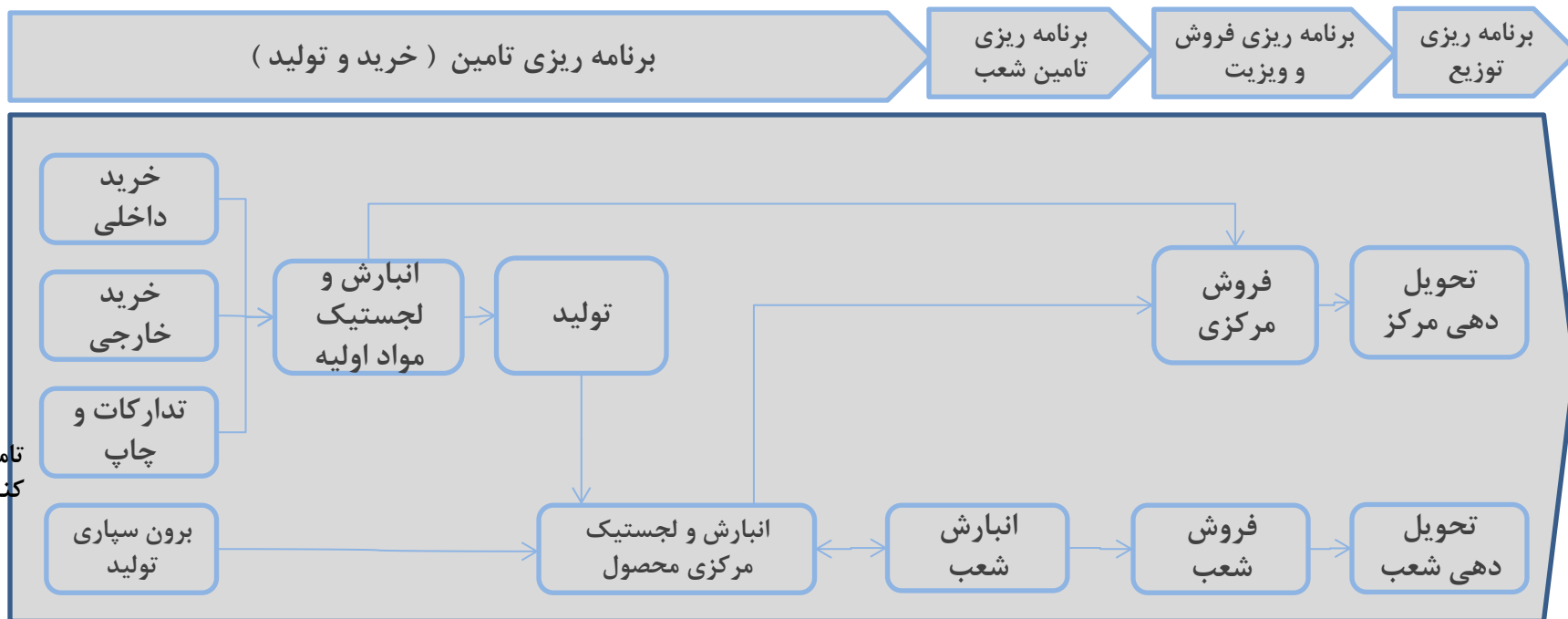




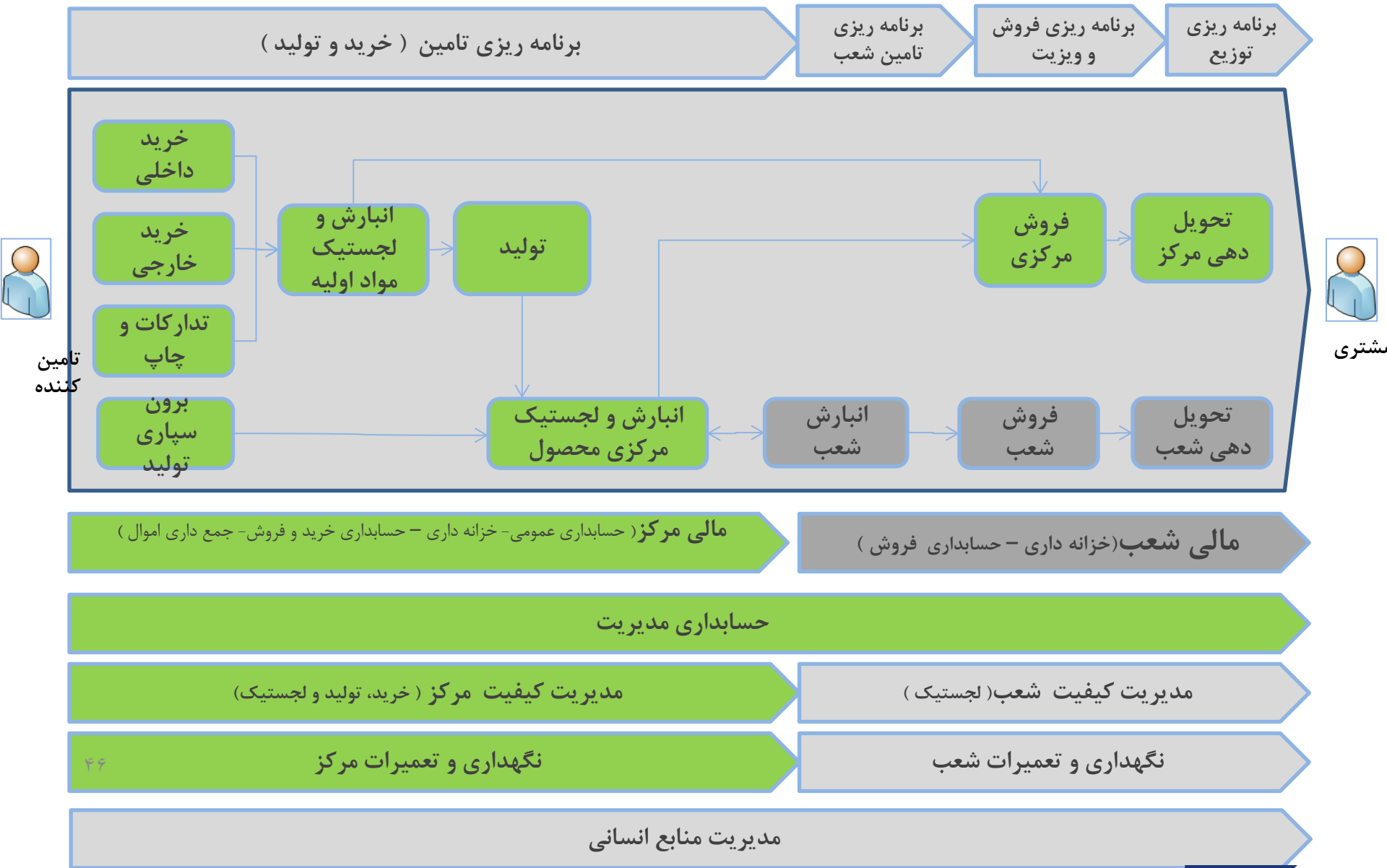
تامین
کننده



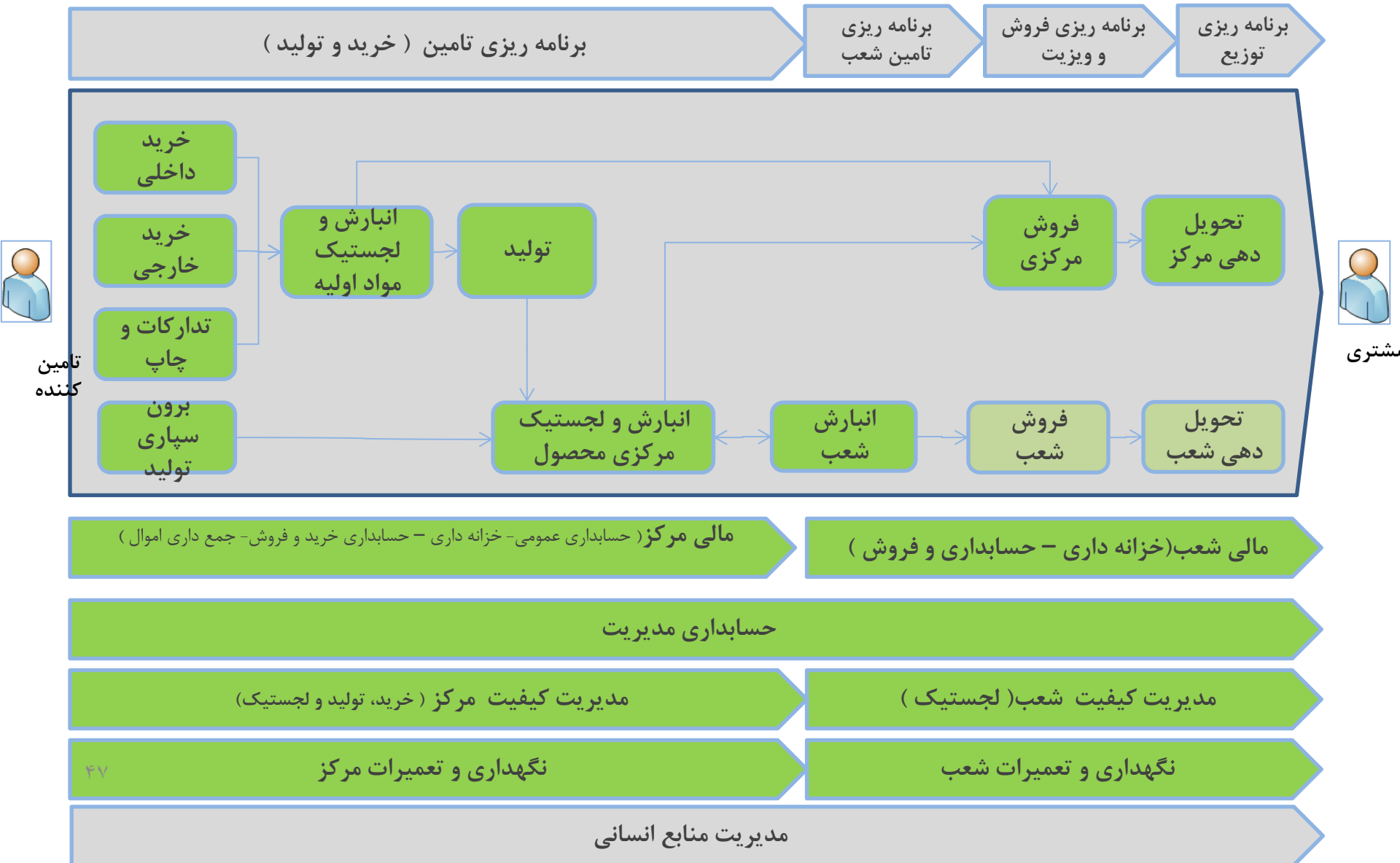
مشتری

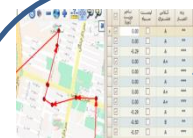


وضعیت استقرار سیستم در فاز ۱

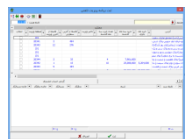


وضعیت استقرار سیستم در فاز ۲

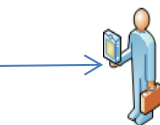




برنامه ریزی ویزیت



برنامه ریزی ویزیت تلفنی



تایید سفارش ویزیت و اخذ سفارش



ویزیت تلفتی و اخذ سفارش



تحویل سفارش و اخذ وجوه

Non SAP



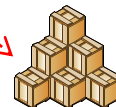
برنامه ریزی توزیع



تحویل کالا به ماشین



بررسی مالی و تایید تحویل و تسویه



برگشت کالا به انبار



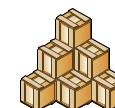
عملیات مالی



ثبت تحویل کالا به مشتری



صدور صورتحساب



تعمیرات و نگهداری عملیات انبار



SAP

