



Delivering
Intelligent Business Solutions
To **World-Class Retailers**

ibs *DEALS*
ibs *PRICING*

Carrefour implements ibs *DEALS* & ibs *PRICING* from Soft Solutions – **Case Study**

PARTICIPANTS

The Carrefour Group is active in 32 countries throughout the world with different banners and formats. The group has achieved second place on the international retail scene.



A FEW NUMBERS

- N1 of the retail sector in Europe
- N2 of the retail sector worldwide
- N1 in 9 countries

86 billion euros

This is Group Carrefour's global sales turnover (including tax)

Over 9000 points of sale worldwide

	France	Europe	Americas	Asia
Hypermarkets	178	273	140	129
Supermarkets Maxi	556	620	250	
Discounts	494	2385	349	
Convenience stores		165		
Cash & Carry	126	44		
Sales %	51%	34%	8%	7%

CONTEXT

In 1997

- Carrefour France and Soft Solutions collaborated in two strategic areas: Purchasing and the Pricing strategy. Shortly after, all buyers (more than 100 users) of the Purchasing Center in Evry were using ibs *DEALS*. Simultaneously, the 120 French stores were benefiting from ibs *PRICING*.

In 1999

- Stimulated by the positive results recorded in France, Poland became the spearhead into the rest of Europe.

In 2000

- Based on these 2 successes, the Group decided to standardize both its Purchasing negotiation systems and its Pricing strategy systems, in every country where it was established.
- In December 2000, a worldwide contract was signed between Carrefour Group and the editor Soft Solutions regarding both ibs *DEALS* and ibs *PRICING*.
- The first implementation sites are European (Europe- excluding France, ranking second in T/O contribution) Czech Republic, Turkey, Greece and Poland (standardized version). Korea was added to this first list as a pilot for Asia.

Since then

- The system standardization was extended to Switzerland, Slovakia, Mexico and Dubai (United Arab Emirates) Brazil is under examination, and the next steps planned concern Colombia and specific Asian countries.

IMPLEMENTATION

Globalization results in making Purchasing and Pricing issues strongly dependent from geography. ibs *DEALS* and ibs *PRICING* have adapted to local specificities:

Starting with country maturity

- Objectives differ depending on first implementation or significant historical presence.

The economic context

- Turkey with its daily inflation is a good case.

The competitive context

- Competitive intensity is diverse and global strategy needs to take this into account.

The human context

- Local business rules need to be considered.

At the technical level, when integrating data through ibs *DEALS* and ibs *PRICING*, many data quality issues were identified. A high level of data tracking capability guaranteeing end results, was facilitated by rigorous integration processes of the 2 solutions.

GLOBAL RESULTS FOR THE GROUP

Time gains

- Due to ease of use, ibs *DEALS* and ibs *PRICING* combine richness and accessibility. The user interface is based on the intuitive navigation principle and respects screen fluidity, clear and logical sequences, access friendliness.

More efficient Negotiations and more appropriate price strategies

- Consolidation of global group purchasing negotiations leads to a permanent improvement of international negotiations while at the same time respecting national requirements. Price policy comparisons lead to a better local market fit.

Increased visibility

- ibs **DEALS** and ibs **PRICING** share purchasing and pricing data between various players, and allows for a consolidated view at headquarter level.

Organization

- Consecutive implementation steps allowed adjustments for the many roles performed in the purchasing center and in the Pricing function definition. The organization and preservation of historical data helps with the integration of newcomers.

ABOUT CARREFOUR

As the largest European retailer and second worldwide with 2004 annual revenues of nearly \$110 billion in sales, Carrefour has been a part of the everyday life of tens of millions of customers in Europe, Asia and Latin America for more than 40 years. Carrefour combines hypermarkets, supermarkets, convenience stores and hard discounters to offer the customer the greatest freedom of choice with the guarantee of the best quality/price ratio, whatever the store format. Strengthened by the commitment of its 430,000 employees and its franchisees, Carrefour pursues a policy of sustained growth in a context of sustainable development, allowing everyone; customers, shareholders, employees, partners, the public sector; to share fully in its success. Visit the website at www.carrefour.com

ABOUT SOFT SOLUTIONS

Soft Solutions is a leading provider of web-based retail merchandise management and decision support software. Our customers are multi-divisional, multi-format Tier 1 retailers and suppliers including Carrefour, CVS, Canadian Tire Retail, Capelli New York, Auchan, Group Louis Delhaize, B&Q, Kingfisher, Pinault-Printemps-Redoute, and Galeries Lafayette. Soft Solutions ibs **SUITE** conforms to the latest industry and technology standards, including GS1, and is compatible with multiple databases and industry application server packages. With consistent delivery of measurable top and bottom line business results, Soft Solutions is uniquely positioned to provide global best practices and industry-leading solutions for the fast paced, competitive environment of retailers worldwide. For more information, please connect to www.ibs-softsolutions.com

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