



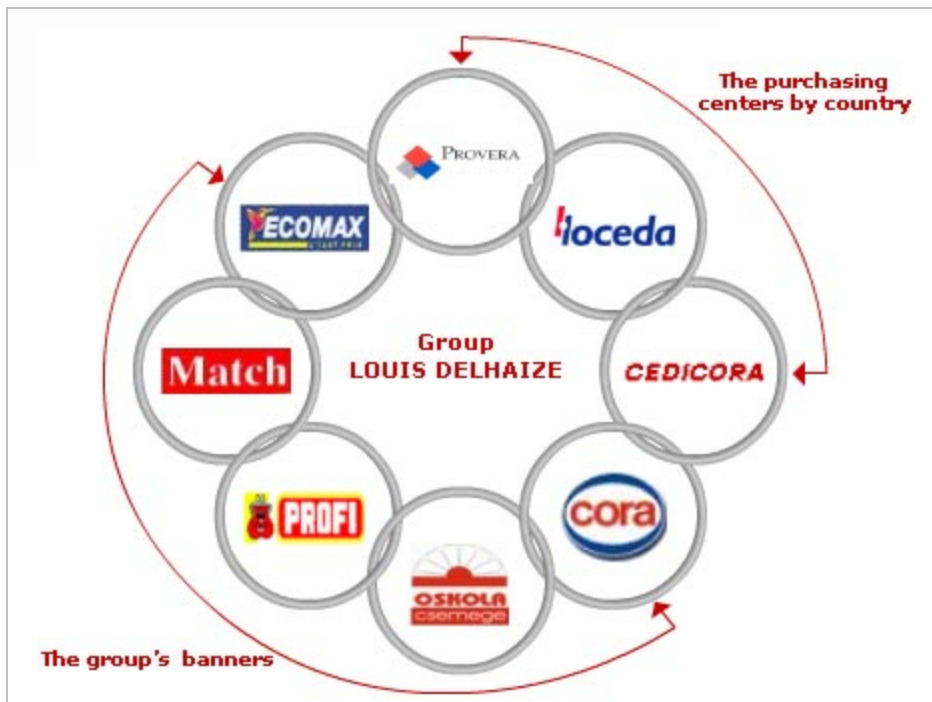
Delivering  
*Intelligent Business Solutions*  
To **World-Class Retailers**

## ibs *DEALS*

## Louis Delhaize implements ibs *DEALS* from Soft Solutions – Case Study

### PARTICIPANTS

Group Louis Delhaize is present in France, Belgium, Luxemburg, Hungary, the Antillas and Guyana under the following banners: Cora, PROFI, Match and Ecomax.



### A FEW NUMBERS

**9 billion euros**

This is Group Louis Delhaize's sales turnover in 2002

**75 CORA hypermarkets**

Covering 3 countries: France, Belgium and Luxemburg

**247 MATCH supermarkets**

Scattered over France, Belgium, Luxemburg, Hungary, the Antillas and Guyana

**146 PROFI Hard discount stores**

In Belgium and Hungary

**49 ECOMAX discount stores**

In the Antillas and Guyana

## CONTEXT

In 2002, after having broken their agreement with Casino on the OPERA purchasing center, the Louis Delhaize Group's challenge was to rebuild a purchasing center:

- In an extremely short time frame: The negotiations campaign was due 6 months later
- Which needed a complete restructuring of the IT system, until then fully managed by Casino

This is how PROVERA France came to being: purchasing center for the CORA hypermarkets and the MATCH supermarkets.

In this context, there was an imperative requirement to find a purchasing management solution that could handle multi-format and multi-banner concepts, and be implement able in record time limits.

The solution needed to be flexible enough to be adaptable in a changing environment where a full-fledged reorganization was under way, but also flexible enough so as to comply with the group's Purchasing methodology.

These business rules were complemented by a set of technical requirements:

- Integrate the old system's data within the new system to allow tracking of historical negotiations from the first negotiation sessions
- Define and realize information flows in an area then badly defined

## IMPLEMENTATION

ibs **DEALS** was the natural choice by the Louis Delhaize Group; it fully responds to the needs expressed and offers full centralization of all purchasing-related processes, such as Supplier contract management, invoicing as well as results and activity reports editing.

Through the application's Web technology, set up and deployment constraints were heavily reduced:

- Few pre-installation requirements:
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- No deployment delays:
  - No client configuration required (Thin Client), direct access to the system via Intranet or Internet

## RESULTS

### Global results for GLD

- Time gains
  - Due to its ease of use, ibs **DEALS** combines richness and accessibility. Its user interface is based on the intuitive navigation principle and respects screen fluidity, clear and logical sequences, access friendliness
- More reliability
  - ibs **DEALS** covers the whole purchasing function, its numerous functionalities are assembled in a single application, the information flows are reduced and controlled.
- Increased visibility
  - ibs **DEALS** shares purchasing data among various players, and allows for a consolidated purchasing view along several crossed analytical angles
- Organization
  - Consecutive implementation steps allowed adjustments for the many roles performed in the purchasing center, which was in its final step of organization. The solution's structure and the historical data's conservation help with the integration of any newcomer

## Purchasing terms

- Before the split
  - The combined weight of CASINO and GLD considerably helped both organizations in their negotiations with suppliers
- The break-off
  - Following the 2 groups' split, there was no optimism regarding GLD's purchasing terms' expectations: at best, the pre-OPERA level conditions were expected
- Today
  - Business objectives were considerably revised upwards: few losses were identified when measured to plan. Purchasing terms are favorable, in the light of ibs *DEALS* simplicity and strategically utilization
  - New affiliations have been recorded in the purchasing center (FRANCAP) and other demands are in process
  - This success has been transformed by both partners: GLD has just acquired Soft Solutions' Referential module, which is in the process of implementation according to the same project management principles

## AWARDS

To meet the challenge, PROVERA and Soft Solutions teams showed a great deal of commitment and motivation.

At the Birmingham Retail Solutions Show, this successful partnership was recognized by the trade, when it presented Soft Solutions and the GLD Group with the RETAIL SOLUTIONS AWARDS 2003 "Retailer/Supplier Partnership of the Year".



### NORTH AMERICA

1 East 33rd Street, 9th Floor  
New York, NY 10016  
United States  
Tel +1 212 684 4248  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)

### CONTINENTAL EUROPE

2, Allée Lavoisier  
59650 Villeneuve d'Ascq  
France  
Tel: + 33 320 414 190  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)

### NORTHERN EUROPE

29 Harley Street  
London W1G 9QR  
United Kingdom  
Tel: +44 207 612 4716  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)