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zetes GLOBE



Carrefour stimulates **innovation** through close **collaboration** with its partners

Asco: **RFID** for asset management within a **complex industrial environment**

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editor's note

Dear Reader,

The Customer is king. It may be an old cliché, but truer today than ever. Being in tune with what customers want or need is therefore essential. It's what Zetes strives to do and also what we see in our customers and the motivations behind their projects. How else can you keep a finger on different markets as they evolve? Or understand how to benefit from the different technologies to choose from? This issue of Globe is dedicated to showcasing the relationship we foster with customers and how it helps them enjoy greater successes.

Embracing the challenges facing them, Carrefour, Asco and Belgian Sky Shops have decided their best way forward is to nurture a close partnership with Zetes. As a result of a working group dedicated to optimising supply chain logistics, Carrefour launched, amongst other things, a pioneering voice project. In-depth environmental analysis led Asco to introduce an RFID system for asset management in a complex industrial environment. Belgian Sky Shops entrusted Zetes with an initiative combining voice picking, scanning, wireless infrastructure and SAP integration. Merck and Chronopost, our partner for 15 years, have implemented ID solutions against new, stringent traceability legislation for the pharmaceutical and postal sectors.

Inspired by our solutions for the pharmaceutical industry, we assist customers by identifying ways to respond to challenges in the food industry, highlighted by the German eColi crisis. And for central governments, for whom data protection requires the utmost vigilance, Zetes has been awarded ISO 27001 certification.

At the same time, we are growing the Zetes network of subsidiaries for multinational customers seeking culturally sensitive solutions. With the addition of ProScan, our network expands to Africa, a continent where the potential for Goods ID solutions is considerable.

No matter how far our network reaches, we are committed to staying close to our customers at all times and to keep on providing you with the information that helps you to make a difference.

Happy reading.

Kind regards,

Alex Driesen

Senior VP

Northern Europe & South Africa

RFID FOR ASSET MANAGEMENT WITHIN A COMPLEX INDUSTRIAL ENVIRONMENT

THE IMPLEMENTATION OF RFID ALLOWS ASCO TO PERFORM QUICK AND EFFICIENT AUDITING

MANUFACTURING | ASSET MANAGEMENT

Asco is a leading company in the development, production and processing of high-precision steel and titanium components for the aircraft industry. In spite of a complex production environment, the company was able to consistently improve the management of its machining supports with the aid of RFID. Hervé Le Grand, Fixture shop support at Asco, explains the advantages of using this technology.

What is the problem that Asco faces?

Hervé Le Grand Asco deploys machining supports for the production of mechanical parts destined for customers such as Airbus or Boeing. The company has more than 2,000 of them, which require regular maintenance and audits. So it's necessary to be able to identify them, keep a maintenance record to know when the next service is due and to be able to locate them easily.

How were the supports managed before the implementation of RFID?

Hervé Le Grand The parts were identified using a number but it wasn't unique to each part. It designated the type of tool combined with operation type. What's more, the information was encoded manually in the databases, which led to mistakes. In the end, it was sometimes difficult to locate the tools in the various buildings on the company site. New supports were sometimes produced even though it wasn't necessary and time wasted in trying to find the parts affected production.

You decided from the outset to implement RFID. Why?

Hervé Le Grand We immediately thought of RFID because of potential to increase process automation and localisation. However, given Asco's complex industrial environment, a complete audit was necessary before making the final decision.

What difficulties were encountered during implementation and how were they resolved?

Hervé Le Grand We had to ensure tags were resistant to extreme conditions such as splashes of molten metal and the continual use of cutting oil. What's more, the supports were made of solid stainless steel, a major obstacle to reading information properly using radio frequencies. So we tested a dozen tags in various conditions for 30 to 40 days, 24 hours a day. Only two tags responded to the qualifications and we finally decided in favour of Omni-ID's Maxtag RFID UHF Gen2 IP65 tags.

How will you proceed with locating the supports?

Hervé Le Grand We have implemented fixed RFID readers fitted with proximity sensors. Positioned at the entrances and exits of the buildings, they have no footprint on the ground. This feature makes it possible to ensure the safety of operators and prevent shocks. The use of two proximity sensors makes it possible to give a certain idea of the movement of the part (incoming or outgoing) and to trigger an alarm system in case of incorrect handling (e.g. an "outgoing" object not relocated in another building after a certain period of time has elapsed).

“WHEREAS BEFORE IT SOMETIMES TOOK A MONTH AND A HALF TO ANSWER A CUSTOMER'S REQUEST, TODAY IT'S JUST 24 HOURS”

What benefits do you gain from the solution today?

Hervé Le Grand Our processes are fully automated and can rely on real time information updates. What's more, the ID card of each tool is located in a unique database, accessible to everyone. When audits are conducted we can extract lists very quickly. Whereas before it sometimes took a month and a half to answer a customer's request, today it's just 24 hours.

And finally, it makes it easier to organise the work. Every month, the supervisor of each building receives his own list of machine tools to be serviced.

Zetes-RFIDea has been selected to implement this project at Asco. "Zetes-RFIDea presented a number of important assets," explains Hervé Le Grand. "First of all, its offer covered the analysis as well as project implementation, support and services. Moreover, after comparing proposals from several providers, it appeared that the analysis made by Zetes-RFIDea was also the most relevant. Finally, working with an integration expert such as Zetes has allowed us to get the necessary abstraction level in relation to the different hardware providers."

RFIDea, a Belgian company specialised in RFID, was integrated within the Zetes Group in 2011. This acquisition reinforces the Group's capabilities to implement projects that integrate RFID with other technologies.

| MORE INFO ? | to contact a specialist, see p11

FOOD FOR THOUGHT IN FIGHT TO IMPROVE AN INDUSTRY'S SAFETY IMAGE

PHARMA SECTOR'S TRACK AND TRACE WITH SERIALISATION COULD PREVENT ECOLI REPEAT FOR FOOD PRODUCERS

FOOD & BEV | MANUFACTURING

Food producers are in the spotlight after Germany's eColi outbreak. New research published in *The Grocer* has highlighted how, due to worries about fresh fruit and vegetables, consumers are more careful about washing and preparation. Pascal Durdu discusses how better traceability could help the food industry repair its damaged image.

One of the key benefits of traceability is the ability to quickly isolate and identify sources of contamination and in turn, conduct a targeted recall. This avoids tarnishing an entire industry's reputation and having food products become 'tainted', which mean significant economic losses for producers and retailers alike. Currently there is no legislation at European level requiring food companies to introduce internal traceability. However regulators agree that such systems would save costs in terms of time to complete a withdrawal and also would avoid unnecessary wider disruption.

Lessons from pharma

Applying solutions employed by the pharmaceutical sector, food manufacturers could benefit from lessons already learned. As a result of pharma's new CIP13 regulations, some companies have enhanced product traceability and now capture product serial number, lot number and expiry date using Datamatrix barcodes on packaging.

Although many food producers have introduced some traceability, they typically only track 'lot' numbers. At this level it's usually not possible to conduct a swift recall because 'lots' refer to production sites and comprise hundreds of individual cartons, making it difficult to isolate problems. It's important to track goods at a higher unit level or know what might have impacted the goods' external environment at different stages in the supply chain. And this requires tracking individual cartons or cases.

Identifying individual food units can be a challenge for producers and retailers due to their small sizes or shapes. Applying solutions created for pharma specialists creates several accessible models for labeling even single cucumbers.

"APPLYING SOLUTIONS CREATED FOR PHARMA SPECIALISTS CREATES SEVERAL ACCESSIBLE MODELS FOR LABELING EVEN SINGLE CUCUMBERS"

How the technology works

A unique, serialised number is generated and applied as a barcode label in real time to products either at the unit or carton level. Next generation barcodes, such as the Databar or Datamatrix, are used because of their smaller size and ability to hold detailed information. After labeling, barcodes are read at different stages in the supply chain, original data is captured and new information added to enhance the audit trail. For instance, cold chain management information such as external environmental conditions and possible contamination risks during transportation.

An alternative to print and apply labeling are re-useable plastic crates marked with a randomly generated identifier stored on an RFID tag. This method can make it easier and more cost effective to serialise product units because only one investment in a re-useable RFID label is required.

When shelf lives are shorter

Strawberries provide a useful example to illustrate the benefits of tracking additional cold chain data. Consider a situation whereby half the cartons in the lot spent too long sitting in the dispatch area at high temperatures before delivery. The single lot contains strawberries with different actual shelf lives, in spite of what's printed on the packaging. If data were available alerting the retailer to possible quality compromises or contamination risks during transportation, it would highlight that the FIFO (first in first out) method of stock rotation is not always the best.

Traceability as differentiator

Too often, traceability is viewed as a cost and compliance issue - a punitive measure - when it is a means of competitive advantage and opportunity to improve supply chain processes. Return on investment is fast and the added value delivered will sustain a business long after initial outlays are recouped.

For producers of premium foods or retailers looking to differentiate own label brands, traceability guarantees authenticity and quality to the consumer.

| MORE INFO ? | to contact a specialist, see p11



One of the key benefits of traceability is the ability to quickly isolate and identify sources of contamination and in turn, conduct a targeted recall

ZETES EXPANDS ITS GOODS ID BUSINESS TO AFRICA

ALAIN WIRTZ, CEO OF ZETES, EXPLAINS THE GREAT POTENTIAL BEHIND THE ACQUISITION OF SOUTH-AFRICAN PROSCAN

ALL SECTORS | MULTINATIONAL PROJECTS

Why did Zetes choose Africa as the first continent after Europe to extend its Goods ID activity?

Alain Wirtz Africa offers strong development potential, with double digit growth rates expected for South Africa and the sub-region (South African Development Community) for the coming years. With its abundance of raw materials, African countries also have enormous needs for traceability and supply chain solutions. Moreover, Zetes knows this continent very well as the company is already very active in Africa, with its People ID solutions. For all those reasons, it is a natural expansion for us.

Why did you choose ProScan?

Alain Wirtz First of all, its geographical location, in South Africa, was an important argument, as this strategic position offers a perfect entry point to the whole sub-Saharan zone. Besides that, ProScan holds a dominant position in its domestic market, and has a portfolio of solutions which is very similar to Zetes'. They have a strong management and a solid team of 170 people, distributed over 4 sites in South Africa: Johannesburg, Cape Town, Durban and Port Elizabeth. They also have a number of important references, especially within the manufacturing area. Finally, they share the same business vision as Zetes and we think they will integrate very well into the Group.

Is there any benefit for Zetes' European customers with this expansion?

Alain Wirtz There certainly are benefits for companies operating on both the European and the African continents, as we will be able to offer them the same level of services everywhere. As supply



ProScan holds a dominant position on its domestic market, and has a portfolio of solutions which is very similar to Zetes'

chains are getting ever more global, multinationals are looking for "glocal" solutions: a global approach with local services and support. That is what we have been offering them with our network of subsidiaries around Europe for many years and now, this offering is extended to a new continent. In Asia and America, we have an alliance with the leaders in these markets. As the auto-ID market is very fragmented, we are the only company in the industry which is able to offer this level of service.

| MORE INFO ? | to contact a specialist, see p11

PHARMA GIANT MERCK MAKES SENSE OF VOICE AND SAP IN WAREHOUSE

PATIENTS, PHARMACIES AND HOSPITALS RECEIVE STOCKS, INCLUDING MEDICINES, IN FRACTION OF THE TIME

PHARMACEUTICAL | WAREHOUSING

Global health company Merck's Portuguese warehouse carries out 9,000 warehousing operations across 30,000 product lines each month. Operators handle four types of merchandise typical to pharma companies including promotional stocks, inventory from partner companies and chilled goods.

Previously, movement of goods was performed using fixed or mobile terminals scanning barcodes but it was time-consuming as operators could not work hands and eyes free. Added to this, their estate did not comply with Merck's safety requirements.

Luis Azevedo, Merck's IT Manager said, "Barcode readers slowed picking down and goods often arrived without barcodes, causing delays as new labels needed creating for pallets and boxes."

Merck improved its warehouse with a voice solution to optimise goods receiving, put-away, replenishment and picking. Zetes Burótica integrated the 3iV Crystal voice solution with SAP WM.

8 operators now use mobile voice terminals and headsets, via which they receive and confirm real-time orders. This makes

shipping of pharma products to pharmacies and hospitals quicker and accurate. Overall, warehouse planning is more effective and streamlined. Individual operators work faster, with greater ease and greater job satisfaction.

| MORE INFO ? | to contact a specialist, see p11



8 operators now use mobile voice terminals and headsets, via which they receive and confirm real-time orders

CARREFOUR STIMULATES INNOVATION THROUGH CLOSE COLLABORATION

THE “CERLE D’UTILISATEURS”: A COLLABORATION GROUP WITH THE AIM OF BUILDING A SUPPLY CHAIN WITH HIGH ADDED VALUE

RETAIL | WAREHOUSING | 3PL

What prompted the creation of the “Cercle d’utilisateurs” ? When was it established?

Olivier Dibon, Logistics Expert - Supply Chain Management - Carrefour Group The “Cercle d’utilisateurs” IWMS (Intelligence Warehouse Management Service User Group) was set up as part of Carrefour’s global strategy, which is underpinned by three pillars: customer culture, transformation and innovation. To better serve our customers, we have to constantly rethink and improve our processes. This is what prompted our alliance with Zetes a few years ago, hinged, at the time, around the installation of voice solutions. In order to take a more in-depth look at supply chain efficiency, we realised it was necessary to directly involve our logistics service providers. Support for this idea grew rapidly thanks to the enthusiasm of our partners and the first meetings took place in 2010.

What are the goals pursued?

Olivier Dibon Carrefour sees it as an opportunity to share experiences, knowledge and good business practice. We want to sit down together and explore new strategies for improvement. The goal is to identify solutions that meet the problems faced by all concerned and that, in turn, generate efficiencies for all concerned. They must meet a concrete need expressed by the members of the Group. Moreover, to secure the Group’s dynamism and to guarantee acceptance of the initiatives, we also insist that the solutions put forward are easy and fast to implement.

Carrefour at a glance

N°2 distributor worldwide

N°1 distributor in Europe

4 formats

- hypermarket
- supermarket
- convenience stores
- cash & carry

112,245 billion € in turnover incl. tax by all brands in 2010

41K + employees

“WE NEED TO THINK DIFFERENTLY AND FIND NEW USES FOR EXISTING TECHNOLOGIES”

Innovation is also a key element in our discussions. We need to think differently and find new uses for existing technologies. In this respect, the alliance with Zetes is particularly rewarding. Not only does Zetes have in-depth knowledge of our processes but, furthermore, it knows its way around all the auto ID technologies available on the market. Carrefour wants to know about the types of technologies able to provide answers to different problems, whether these technologies can be of use to us and, if so, where they will generate profits. We try to discover whether new technologies can result in the introduction of new business processes.

In addition, innovative and profitable as they may be, the solutions put forward must also take into account the user, and offer added value to operational staff.

What are the advantages of involving logistical service providers in discussions on supply chain optimisation?

Olivier Dibon Because we want to offer a flawless service to our end customers, we have the same demands of our partners. However, this is a win-win partnership. On the one hand, we sit down together to find strategies for improvement, which is more effective than thinking alone in your own corner. On the other hand, these meetings allow participants to have faster access to the latest evolutions in the field of processes and technologies. Carrefour’s supply chain performance depends on the performance of our logistical service providers. We try to identify



Carrefour sees it as an opportunity to share experiences, knowledge and good business practice.

weak links in the chain, working on them in order to convert them into a competitive advantage.

How important is innovation within the Carrefour Group?

Olivier Dibon Innovation is an essential component of Group strategy. If we want to deliver the best service and be competitive, we cannot simply follow market trends. We have to be the forerunners. That is why we have also set up another think tank: CILTEO (Comité d'innovation logistique au service de l'excellence opérationnelle). This is specifically geared towards voice and brings together Carrefour, Zetes and Vocollect.

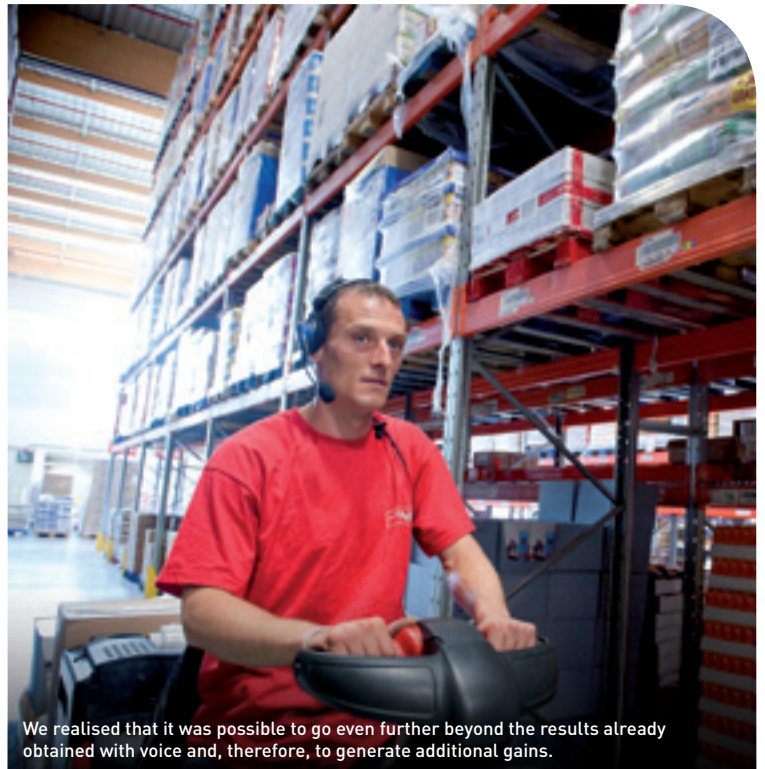
“WE HAVE DEVELOPED A SOLUTION THAT TAKES VOICE TO A NEW LEVEL, WHICH IS BASED ON THE USE OF A COLOUR CODE AND ENSURES THE RELIABILITY OF AN ORDER”

However, innovation does not come without certain risks, as the business case must be created for one solution or another. Once again, this is where our alliance with partners plays a key role. When we want to test the solutions identified by one or other think tank, their participation is essential.

Have concrete projects already been rolled out?

Olivier Dibon Via CILTEO, we have developed a solution that takes voice to a new level. It is based on the use of a colour code that, combined with the numerical confirmation code, makes it possible to ensure the reliability of an order. This solution was developed to answer to 3 different needs. First of all, we wished to stabilise the process of guaranteed delivery. Additionally we were looking for a solution that allowed us to change check digits without having to rely on a high level of input from other departments within the organisation, or involve heavy workforce resource utilisation. Finally, it was necessary to avoid operators memorizing the check digits. Using colour codes has allowed us to answer to all those challenges which is efficient and easy to deploy.

While the advantages of voice for order taking are undeniable, we therefore realised that it was possible to go even further beyond the results already obtained and, therefore, to generate additional gains.



We realised that it was possible to go even further beyond the results already obtained with voice and, therefore, to generate additional gains.

Carrefour and Zetes – one voice

When did the cooperation between Carrefour and Zetes get off the ground?

Olivier Dibon Zetes steered us through voice when it was still in its infancy within the company. At the time, Carrefour's decision was triggered in particular by the fact that Zetes was the only software publisher in this field, which presented many advantages at the time of the integration. Zetes thus became the Carrefour integrator for all of the Group's French warehouses and remains our strategic partner in all the other countries where the Group is present. We consider our partnership to be very important and wide ranging.

What does Carrefour hope to gain from this partnership?

Olivier Dibon When we enter into this type of cooperation, we cannot think in the short-term. We are nurturing a mid-term relationship. We do not expect Zetes to simply implement an order that we bark out. We want its teams to accompany us in our processes and make proposals, so that they help us find the growth drivers that will allow us to meet the demands of our sector. And it is this support role that Zetes plays within the "Cercle d'utilisateurs" IWMS.

Is this solution already being used?

Olivier Dibon This is where it becomes important to involve logistical partners in our initiatives. One of them has provided its warehouse and resources in order to set up a pilot project, which will serve as a business case for other partners. The solution was installed in August of this year. We hope that the results obtained will allow us to convince other service providers of the need for innovation and change in our sector and quickly move in this direction.

| MORE INFO ? | to contact a specialist, see p11

BELGIAN SKY SHOPS VOICE THE APPEAL OF FIRST CLASS PROCESS MANAGEMENT

SUPPLIES OF AIRPORT SHOPS RELY ON A WIDE-RANGING RF AND VOICE SYSTEM TO HANDLE LARGE NUMBER OF COMPLEX OPERATIONS

AIRPORTS | RETAIL | WAREHOUSING

Founded in 1958, Belgian Sky Shops operates a chain of stores in Zaventem and Charleroi airports. Its centre of operations, from which goods are despatched to the shops, is located near Zaventem airport. In January 2009, the company adopted a voice stock picking system in order to facilitate and speed up the preparation and distribution of thousands of orders. Belgian Sky Shops appointed Zetes Belgium to roll out the system.

Project group

Belgian Sky Shops' logistics team manages all supply chain processes, from the point of delivery until goods are stacked on airport shop shelves. "In October 2007, we decided to completely replace Belgian Sky Shops' old management system with SAP. The new system had to be up-and-running by January 2009 and we therefore set up a project group in April 2008 to ensure a smooth transition," explains Geert De Belie, Head of Logistics, who is responsible for all logistical operations at Belgian Sky Shops.

Before switching to a voice-operated system, the order pickers at Belgian Sky Shops used PDAs, which worked with an interface based on the old system. Pickers could upload an order, and then remove the relevant quantity of articles displayed on screen.

Data was then synchronised and a dispatch statement printed out. Geert De Belie said: "The PDA system was in urgent need of replacement. Screens (monochrome and worn) were not easy to read, pickers couldn't work with both hands free and in the end it became impossible to find spare parts. At that time I was already following developments in voice picking systems. Since the IT management system had just been replaced, I thought it would be the ideal opportunity to introduce voice technology to our company."

"ANALYSIS STARTED AT THE END OF AUGUST 2008 AND THE APPLICATION WAS READY FOR TESTING BY MID-NOVEMBER"

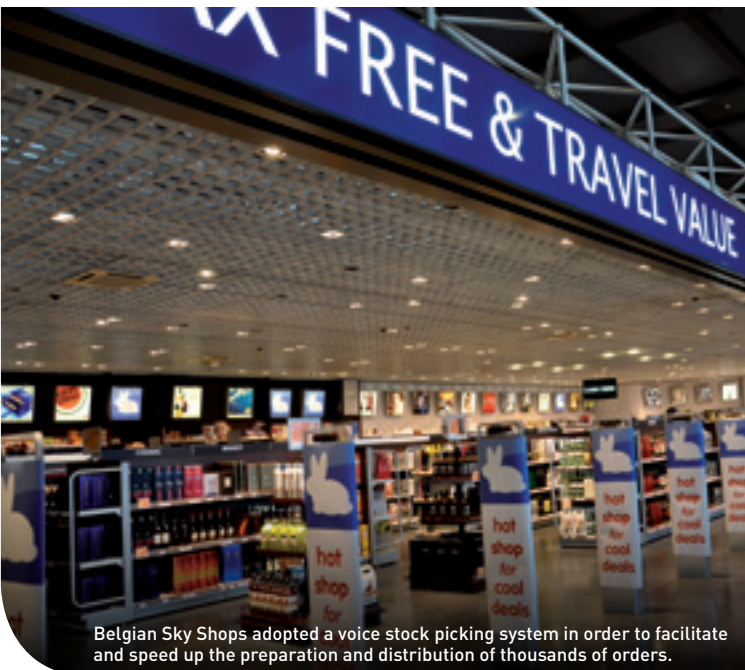
Highly varied processes

One of the biggest challenges facing Belgian Sky Shops' logistics was due to the sheer diversity of their processes. Goods such as clothes or perfumes are processed in a very different way to books or fresh foods for example. Geert De Belie said: "This meant we had to find a flexible system, capable of handling a large number of processes. To begin with, we wanted to install an independent WMS system but, in view of the cost and complexity inherent in the three systems and the very short roll-out deadline, we decided to operate the voice system on SAP's WMS system. This at least allowed us to disable one of the interfaces."

After detailed analysis, Zetes developed two applications for Belgian Sky Shops: one which scanned goods before delivery and another without scanning for order picking. Jean-Paul Van Mechelen, project manager at Zetes said: "Before being picked, goods must be stored in the right place. We therefore developed an RF transaction for putting away stock in the warehouse using scanning. In parallel to this, a voice system was installed for goods picking. The goods put-away application using an RF scanner and the picking of goods by voice are the lynchpins of the system installed at Belgian Sky Shops. Several additional applications have also been developed, such as a bin-to-bin application, which allows stock to be moved around in the warehouse, as well as a stock inventory application."

Pick-and-Pack

There was one particular problem with picking clothes and books. Most of the articles in the warehouse are given a specific number, but an article of clothing can have varied characteristics – colour or size, for example. This means the same item of clothing can

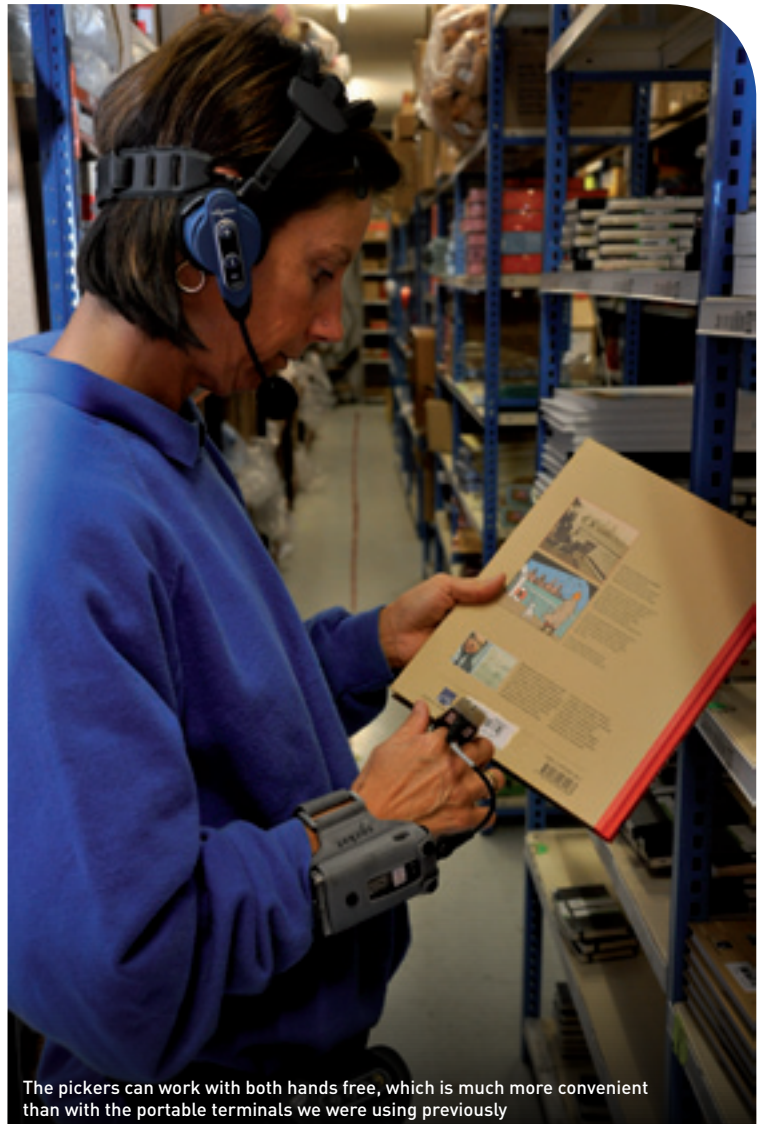


Belgian Sky Shops adopted a voice stock picking system in order to facilitate and speed up the preparation and distribution of thousands of orders.

have different sorting numbers depending on the colour or size. Books also have their own sorting system. Apart from a handful of best-sellers, most of the titles come in only once. They stay no more than two or three weeks in a particular position before being replaced by a new title. It is not rare therefore to find several titles in the same position. To solve this problem, the order picker can ask the system exactly what title he has to select. For clothes and books, a barcode scanner further aids picking. The scanner and the headset communicate with the hardware via Bluetooth.

“THE SYSTEM HAS BEEN ADAPTED TO COPE WITH STORING BOTH BOOKS AND CLOTHING”

Another specific feature of Belgian Sky Shops' logistics processes is Pick-and-Pack. This makes it possible to pick goods, which are then directly placed in plastic bins. For transport, these bins are placed in rolling containers, one for each shop. Containers and bins are each given a unique number by a voice command (Handling Units). When the containers are full, they are almost immediately placed on trucks that are constantly shuttling back and forth between the Belgian Sky Shops warehouse and



The pickers can work with both hands free, which is much more convenient than with the portable terminals we were using previously

The solution at a glance

Corner stones of the system

- Voice solution for order picking
- Voice solution combined with barcode scanning for special items
- Barcode scanning for put-away

Extra applications

- Bin to bin application for warehouse stock movements
- Stock inventory application
- Pick & pack application for order picking

Integration

- Integration with SAP

Benefits

- Enhanced traceability
- Better user ergonomics
- Easy handling of special items (books, clothes, etc.) during order picking
- Quicker and easier order preparation

Zaventem airport. The unique identification number on the bins makes it much easier to trace articles in the shops.

Flexibility and professionalism

Geert De Belie said, “Something that really amazed me was the speed with which Zetes rolled out the voice application. In fact, the analysis only started at the end of August 2008, and the application was ready for testing by mid-November. After going into production on 1 January, we had a few teething problems, but they were quickly solved. At present, we are still having difficulties caused by SAP: we are still looking for the right configuration for optimum ‘collaboration’ with the voice client. The pickers are also delighted with the system. In fact, they can work with both hands free, which is much more convenient than with the portable terminals we were using previously. What’s more, I really appreciated Zetes’ flexibility, professionalism and availability. Bearing in mind the various processes in our organisation, Zetes’ speed and accuracy are all the more remarkable.”

| MORE INFO ? | to contact a specialist, see p11

THE COST OF TRACEABILITY AND VISIBILITY TAKES CENTRE STAGE

INTERNATIONAL COMPANIES NEED CONSISTENCY AND LOCAL 'KNOW-HOW' TO GET DATA CAPTURE ECONOMIES OF SCALE



Jan Vermeesch is VP of Multi National Accounts at Zetes

MULTINATIONAL PROJECTS | DELIVERY, IMPLEMENTATION, SERVICES & SUPPORT

Globalisation offers the advantages of selling products across international markets and lower cost manufacturing. This in turn has created a greater need for traceability, supply chain visibility and collaboration, with IT systems spanning global operations, either through a single unified platform or interlinked systems. A consistent approach to data capture is crucial to controlling costs associated with supplier management and supply chain performance. Jan Vermeesch discusses each factor in turn sharing Zetes' first hand experience and offers advice on how to manage any issues.

“A CENTRALLY DESIGNED STRATEGY, ADAPTED, IMPLEMENTED AND SUPPORTED LOCALLY, IS CHEAPER FOR CUSTOMERS AND OFFERS MANY BENEFITS, SUCH AS FASTER PROJECT IMPLEMENTATION SPEEDS”

'Always on' information availability (a.k.a. Visibility)

Suppliers need traceability to drive logistics efficiency, quality and visibility. Provided data is captured in the right format, at the right time and available to the rest of the business, it's possible to benefit from 'always on-line' information. This creates an early warning system to reduce out-of-stocks, shrinkage or delivery problems and enable targeted recalls. Data capture systems provide 'glue' connecting an ERP system across its international constituent parts, giving real time visibility and more informed decision-making.

Driving consumer interest in traceability is a desire for information on the origins of branded products to affirm authenticity and constituent raw materials. This is because globalisation has brought a tendency for manufacturers to revert to becoming 'brand owners', sub-contracting production to sometimes unscrupulous, lower cost developing economies.

International companies benefit from a consistency of approach

Companies implementing data capture systems internationally have multi-layered objectives. At one level is the desire for improved productivity and local data accuracy as the foundation for effective ERP systems. For global companies, once data capture is organised in one country, others follow for consistency. Even in regions where investment in auto ID technology is not governed by a desire to reduce labour costs, operational consistency and quality of distribution dictate the pattern.

This was the experience of retailer DIA, part of the Carrefour group, who implemented voice picking to implement process improvements and manage variable costs. Today, DIA has more than 2,900 operators working with voice in 38 warehouses across the globe. Zetes started the roll out in Europe, closely followed by 2 other continents where the technical implementation was completed with local partners. In Asia and Latin America, whilst labour costs were not a concern, data consistency and accuracy was, as this had an impact on stock control and customer satisfaction. Voice picking provided an ideal solution and was added to improve order preparation tasks.

Improved supplier management means better cost control

The investment required to implement data capture across multiple regions can quickly spiral. Companies need to balance a need for local management input and internal commitment, cultural sensitivity and local technical support at the operating company level with the opportunity to benefit from single source purchasing, central visibility and consistent deployment within the project framework.

A centrally designed data capture strategy, adapted, implemented and supported by local delivery teams, is cheaper for customers and offers many intangible benefits including faster project implementation speeds since lessons learned are re-applied. Service delivery management is consistent across different regions allowing for uniform KPIs and optimum efficiency levels. And since fewer internal resources are required to manage supplier relationships, costs are lower.

Think global, act local

Companies stand to gain significant benefits from a technology partner able to balance a standardised approach with local cultural sensitivity, project deployment and support capacities.

| MORE INFO ? | to contact a specialist, see p11

ISO 27001 IS THE DE FACTO STANDARD FOR GOOD E-ID GOVERNANCE

SECURITY CENTRAL WHEN HANDLING PERSONAL DATA

PEOPLE IDENTIFICATION | SECURITY

e-ID - electronic passports, national identity cards, visas and for documents to support online voting - is increasingly used by governments worldwide.

However whilst the cost benefits are clear, electronic storage and exchange of highly sensitive data present serious risks from cyber crime, hackers and simple human error. Documentation must be secure and personal information encrypted to safeguard against identity theft.

ISO 27001 has arisen as the de-facto standard to ensure international best practice Information Security Management Standards (ISMS). It requires more than 130 criteria to be met and acts as an important safeguard and differentiator among suppliers of people ID solutions.

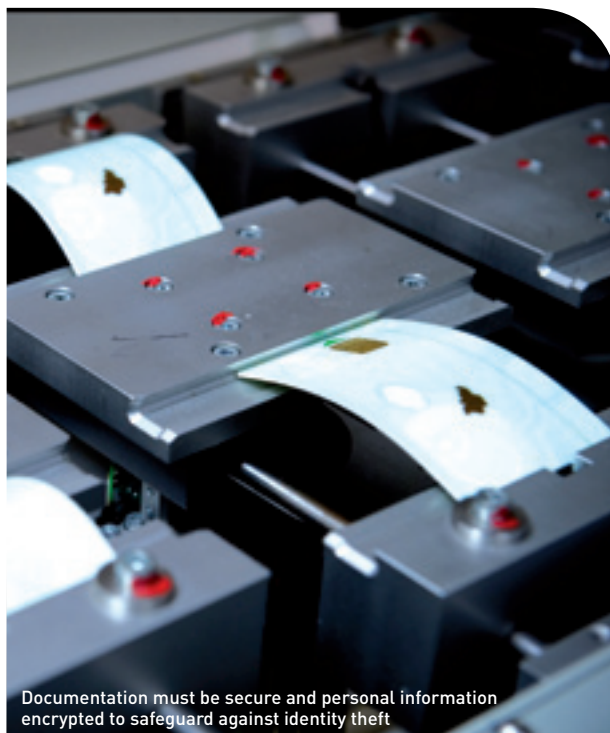
“FOR THE USER, ISO 27001 CERTIFICATION MEANS PROOF OF RELIABILITY WHICH IS CRUCIAL WHEN MANAGING POPULATION DATABASES”

In addition to protecting stakeholders from high profile threats such as organised crime, it minimises the risk of financial losses caused by system failure or data being lost.

“For the user, ISO 27001 certification means proof of reliability which is crucial when managing population databases. It means data is held securely, cannot be compromised and that e-ID documentation cannot be counterfeited,” says Ronny Depoortere, VP of People ID at Zetes.

Since April 2010, Zetes began offering such tight guarantees when it became one of the only Belgian companies awarded ISO27001 certification. To date, Zetes has worked with governments in Belgium, Portugal, Israel and Côte d’Ivoire to implement secure e-ID solutions.

| MORE INFO ? | to contact a specialist, see p11



Documentation must be secure and personal information encrypted to safeguard against identity theft

MISCELLANY

WHO'S BENEFITTING FROM AUTO-ID?

FRESH PRODUCE CONTRACTOR VALEFRESH

A wireless data capture system integrated with SAP helps ValeFresh to get real time visibility on production lines and experience significant reduction in labour and production costs

GAME EXPERT HASBRO

A warehouse optimisation system based on RF and forklift terminals has helped Hasbro Ireland, manufacturer of board games like Monopoly, Connect 4 and Operation, to deliver improved operational efficiency within the dispatch area.

SPA GRAND PRIX

An RFID solution helps to automate access control for more than 150,000 visitors and to detect counterfeit tickets at Belgium's F1 Grand Prix.

DISCOVER ZETES' NEW WEBSITES

ZETES' 13 new websites, tailored to local market and industry needs across EMEA, allow visitors to easily identify which auto-ID solution fits their needs. Corporate website: www.zetes.com

DIARY

SAP UK AND IRELAND USER GROUP CONFERENCE
20-22 NOVEMBER 2011
Birmingham Metropole Hotel,
Birmingham - United Kingdom

LOGÍSTICA FARMACÉUTICA
29 November 2011
Madrid - Spain

LOGIMAT
13-15 March 2012
New Stuttgart Trade Fair Centre
Stuttgart - Germany

THE RETAIL FORUM
25 APRIL 2012
Whittlebury Hall,
Toaster - United Kingdom

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CHRONOPOST DELIVERS PARCELS WITH COMPETITIVE ADVANTAGE AS MARKET FORCES BITE

A NEW PROOF OF DELIVERY SOLUTION MEANS FULL TRACEABILITY AND DRIVER ACCOUNTABILITY, REAL-TIME INFORMATION AND BETTER CUSTOMER SERVICE



Deliveries and work processes are recorded through the system, giving visibility and traceability of packages and field employees at any time

POSTAL SERVICES | TRANSPORT & LOGISTICS

Paulo Rosa, Director of Chronopost's Information Systems explains how the system has benefited their business.

How has the postal sector changed in recent years?

Paulo Rosa As the postal industry adjusts to deregulation, introducing new and improved services that differentiate us and add customer value is a priority for Chronopost in Portugal. In a service based business like ours, improving customer satisfaction levels hinges on having accurate information, available on-line and in real-time. It means having transparent service delivery for customers and greater accountability for field based workers.

How does the ePOD solution help you achieve this?

Paulo Rosa We deliver around 8.5 million packages each year and the system helps us by significantly improving service quality, internal process control and reducing costs. It has also helped transfer some of the onus for organisational efficiency onto clients, which means we are competitive, innovative and can increase market share. Our operational systems have become more environmentally friendly. As a sector postal companies are very paper intensive and although this is still a legislative prerequisite, because the ePOD solution captures data at source using mobile PDAs, we can minimise our reliance on paper-based procedures.

What are the main drivers behind your investments?

Paulo Rosa When we invest in IT, although we look for a direct payback and a certain level of return on our investments, we also regard customer satisfaction as revenue. The higher customer satisfaction we have the higher growth rates we will achieve. But since we are innovators rather than followers our investment projects need to set us apart from competitors and help us differentiate our services.

What is your relationship with Zetes?

Paulo Rosa Zetes has been our data capture partner for 15 years and it is fair to say this Proof of Delivery system has become a pillar of our IT systems. Our clients want services based on information, innovation, flexibility, integration, quality, efficiency and reliability – all of which depend on Auto ID solutions.

How have things changed?

Paulo Rosa Now, deliveries and work processes are recorded through the system, giving visibility and traceability of packages and field employees at any time. Service quality has improved because warning messages are sent to drivers to ensure deliveries are made on time and information captured is complete. In addition, time to complete individual tasks, for example, to capture a signature, has been cut. Communication has improved as drivers are linked to the central traffic control system, which makes it possible to share knowledge and access GPS data in real time throughout the day. As part of daily procedures, the system checks the accuracy of data scanned and entered into each PDA, to eliminate errors which create quality problems and mean lower customer service.

“99.2% OF PARCELS NOW HAVE A COMPLETE DELIVERY RECORD”

Has the system improved driver accountability?

Paulo Rosa Yes, daily workflow is more organised and accurate. Each morning, operators receive clear instructions regarding tasks to execute and during the day, data for each process, from order pickup to shipping and final delivery, is captured from 2D barcodes. In addition, because the system monitors each journey completed, operators are accountable for performance levels and benefit from improved safety. An in-built GPS receiver optimises driver delivery routes and means service quality, total cash collection levels and fuel consumption can be monitored.

What do your customers think of ePOD?

Paulo Rosa The benefits of Chronopost's Proof of Delivery solution for the end customer are clear and we know they appreciate the investment we've made. 99.2% of parcels now have a complete delivery record and we can offer greater visibility and traceability of parcels in transit. The system is also more flexible and customers can change the original point of delivery planned, allowing packages to be collected at a convenient time or place. In the end, next day delivery is now a commodity and we are well aware of that fact - it's what drives us to continue innovating and be the best at what we do.

| MORE INFO ? | to contact a specialist, see p11