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CASE STUDY



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Streamlining Downstream Supply Chain Management: A PZ Cussons Case Study



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Introduction:

PZ Cussons, a leading manufacturer of Personal Care, Home Care, Food, Nutrition, and Electrical goods, operates worldwide, with a significant presence in Africa and Commonwealth nations. As a London Stock Exchange-listed company, it reported revenues of GBP 819 million in 2015. To enhance their downstream supply chain management, PZ Cussons sought to implement a distribution tracking system that would provide comprehensive visibility into their supply chain, efficient stock replenishment at distributor points, real-time insights into collections and outstanding payments from retailers, and effective retailer categorization. Additionally, they required a cloud-based solution to cater to their operations in multiple African countries, including Nigeria, Ghana, and Kenya.



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Outreach Deployment:

Ubq Technologies successfully deployed the Outreach solution, providing PZ Cussons with an advanced downstream supply chain management system tailored to their specific country operations in Africa. The solution integrated smoothly with the existing ERP systems, ensuring a seamless transition to the new platform.



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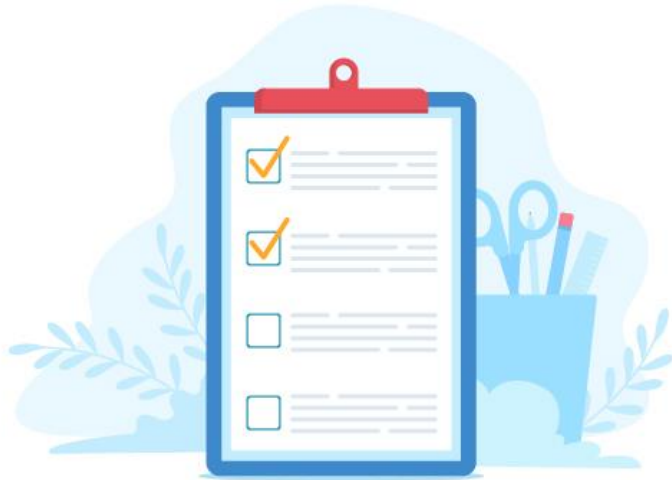
SOLUTION

The Solution:

In 2015, Ubq Technologies proposed a solution based on Outreach Enterprise and Outreach Mobile to address PZ Cussons' challenges. The solution was seamlessly integrated with PZ Cussons' country-specific ERP (SAP) systems. Each African country, namely Nigeria, Ghana, and Kenya, was configured as a separate Business Unit within Outreach, allowing for country-specific elements such as currency, product and price masters, sales channels, and sales organization hierarchies. The Outreach Mobile App empowered the sales force with on-the-go capabilities, enabling seamless handling of sales, collections, and market surveys. The solution went live in January 2016.



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Conclusion:

The implementation of Outreach Enterprise and Outreach Mobile marked a significant milestone in PZ Cussons' downstream supply chain management. The cloud-based solution offered comprehensive visibility, efficient stock replenishment, and real-time insights, streamlining their operations in Nigeria, Ghana, and Kenya. Ubq Technologies' partnership with PZ Cussons exemplifies their commitment to providing innovative solutions to meet their clients' specific needs, helping them enhance their performance, competitiveness, and customer satisfaction in the dynamic market landscape.



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