SIDEUP
Reply

SideUp Reply™ is the Reply Group as a service suite of Cloud Computing solutions for logistics execution.

The SideUp Reply™ suite was launched in 2010 with the innovative module for warehouse management "as a service".

Since then, based on commercial success, the suite continues to expand and now incorporates several modules supporting Supply Chain Visibility and Efficiency.

VISIBILITY: addresses issues of collaboration in the supply chain. The Cloud, as the ultimate enabler for accessing and sharing information, is a natural platform for collaboration and integration between customers and suppliers.

EFFICIENCY: operational optimisation and real-time control, typical of materials handling and warehousing activities. The combination of Cloud & Mobile technologies enables control to extend beyond the natural boundaries of the warehouse. Simplicity and usability of SideUp solutions, together with acquisition of heterogeneous (non-structured) data (photos, GPS location, etc.), enable effective and collaborative management of operations throughout the supply chain.
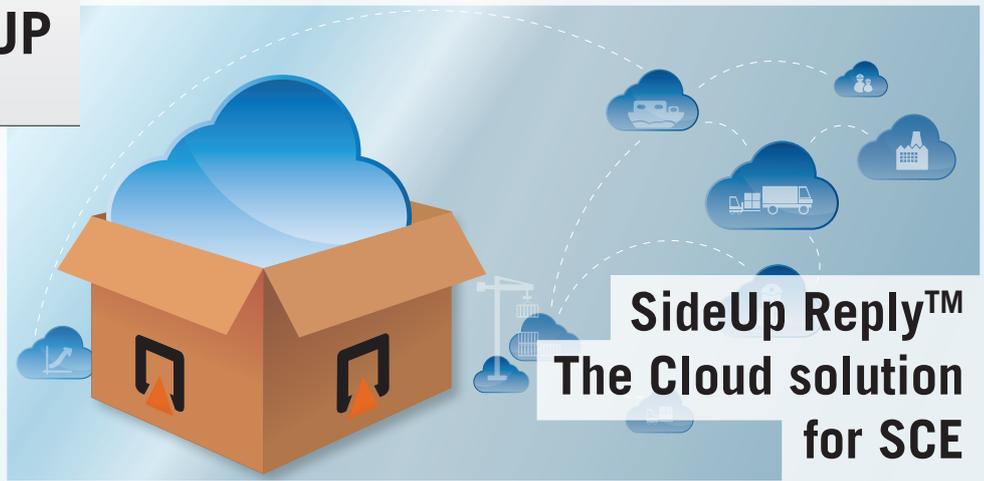
SideUp Reply™ The Cloud solution for SCE

The product

SideUp Reply™ is the innovative cloud computing offering, which increases Efficiency in the supply chain and provides real-time Visibility of significant data and events by leveraging the extensive Collaboration between all players in the chain.

SideUp Reply™ is a software solution, or rather an as-a-service solution, for warehouse and inventory management, transportation-based cross-docking, warehousing and "track and trace" services, and operational efficiency in the distribution of products to the final customer or retail outlets.

All services are provided by a centralised cloud infrastructure and are accessible via the Internet, thus significantly reducing overall operating costs. The solution is based on a single monthly fee according to actual consumption (On Demand), with no software licenses and no server hardware costs. The elimination of these investments and the absence of obsolescence, typical features of an as-a-service solution, are reflected in the reduction of risk and the cost flexibility associated with the recognised benefits of SaaS.

SideUp Reply™ enables the optimisation of operational activities, reduction of stock levels and real-time control in the distribution network, at the handling unit level, right up to the final destination. Logistics processes with SideUp Reply™ are perfectly integrated with enterprise information systems, automating them through the use of both WiFi and 3G network mobile devices.

Target audience

SideUp Reply™ is designed for logistics operators and distribution or manufacturing companies who wish to increase their competitiveness by investing in innovative Supply Chain Execution solutions.
Particularly suited to meet the following requirements:

- Highly dynamic business in which the rapid start up of new solutions is crucial
- Solution scalability in terms of volumes and geographies is a primary need
- Flexibility in supporting business changes
- Security and operational continuity even in remote places
- Usability and ease of access to data even outside the company "walls"

Benefits

- **Rapid start up:** the solution is already available on-line, it does not require any installation, the available configurable operational scenarios speed up activation and customisation
- **Reduction of initial investment:** there is no need to purchase servers, software licenses and engineering services for the HW infrastructure
- **Flexible on-demand cost:** the cost varies from month to month, depending on the actual system usage and in line with expected benefits
- **No obsolescence:** the latest version is always available, system updating and evolution are transparent to the user. Business interruption of a thing of the past.
- **Ease of access:** all services provided in the Cloud require only a simple Internet connection to be accessed, without the need for local HW infrastructures
- **Scalability:** extreme rapidity and flexibility in appropriately sizing the service, according to the variability of volumes managed and sites enabled
- **No additional cost:** IT maintenance, server updating, application upgrading and hosting service contract are included in the service

MILAN
Via Castellanza, 11
20151 Milan — Italy
Tel. +39 02 535761
Fax +39 02 53576444

LONDON
38 Grosvenor Gardens
London SW1S 0EB — UK
Tel +44 (0) 207 730 6000
Fax +44 (0) 207 259 8600

Contacts
sideup@reply.eu
www.sideupreply.eu
www.reply.eu

Diagram (top)

BENEFITS OF EFFICIENCY

- Supply Chain Replenishment
- Transportation Portal
- Appointment Scheduling
- HUB / Transit Point
- Proof of Delivery
- WMS
- POS

BENEFITS OF VISIBILITY

- SUPPLIERS
- CENTRAL WAREHOUSES
- MANUFACTURING PLANTS
- DISTRIBUTION CENTER
- TRANSIT POINT HUB
- CUSTOMERS
- POINTS OF SALE

Table
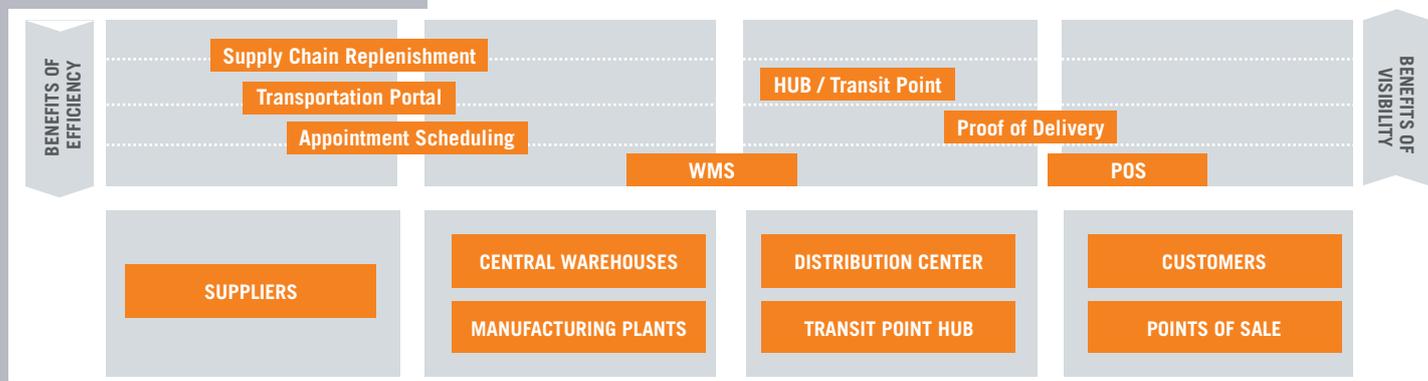
	Module	Target Audience	Benefits	Supported processes
	SCR (Supply Chain Replenishment) Collaborative management of procurement providing suppliers with stock visibility and receiving in return production and delivery forecasts	- Manufacturing companies with inefficiencies in the procurement process or which lack visibility and management of working capital.	- Extended collaboration with suppliers, with shared visibility of stock and forecasts - Reduction in stock levels in the chain. - More focus on inbound logistics	**Stock management** - Sharing of stock on-hand, demand forecasts and purchase orders with suppliers Extended visibility of the supply chain in terms of coverage levels via advanced reporting tools Suggestions for scheduled deliveries or issue of new PO's
	TP (Transportation Portal) Collaborative management of inbound transport, based on the sharing of goods requirements, production offers and transport	- Companies directly managing inbound transport	- Extended collaboration with suppliers and carriers - Organisation and efficiency in inbound transport, - Possibility of creating multiple-pickup/multiple-delivery journeys	**Journey management** - Advance preparation of parcels and palletisation by suppliers Manual or automatic creation of inbound journeys, based on carrier assignment rules Journey acceptance by carriers Journey and delivery management
	AS (Appointment Scheduling) Management of loading and unloading events at warehouses bays and distribution centres	- Warehouses and distribution centres with high volumes or constrained dock facilities. - Manufacturing companies	- Extended collaboration with carriers - Work organisation and efficiency - Control over vehicles in the plant	**Event management** - sharing with carriers of delivery slots available in loading/unloading bays Event creation and approval, detection of physical check in/check out events at gates, loading/unloading time monitoring compared to plan
	WM (Warehouse Management) Management and optimisation of warehouse goods handling activities (receipt, storage, picking, shipping)	- Warehouses and distribution centres with stock management	- Operations efficiency - Stock control and reliability	**Goods inward** - Receipt of goods and data entry **Storage** - Optimal warehouse storage of goods **Planning** - Choice of shipments, commitment of most suitable goods and organisation of operational activities **Execution** - Picking and preparation of shipments **Space and stock management** - Logical organisation of physical space and preservation of stock in perfect working order
	HUB (Parcel Warehouse) Management of inbound/outbound parcels on platforms and transit points	- Companies with multi-level distribution network or which manage Cross-Docking or Consolidation Centres	- Efficiency in parcel tracking activities - Parcel routing in complex networks - Handling and labelling activities	**Check In** - Certification of parcel entry in the platform, with check via barcode and anomaly detection Security scanning and parcel sorting by destination **Check Out** – Composition of outbound journeys, parcel check on loading and closure of journey **Space and parcel management** - Logical and streamlined organisation of physical space and parcel location to facilitate control and operational activities
	POD (Proof of Delivery) Certification of delivery available on smartphones (based on Android App) and rugged terminals	- Companies with the need to control the 'last mile'	- Proof of delivery in real time - Efficiency in the management of anomalies and repeated deliveries - Geolocation	**Loading** - Electronic receipt of delivery journey, checking of parcels/bills loaded on the vehicle **Delivery** - Detection at each recipient via Barcode, NFC (Explain or expand this term) of parcels/bills delivered. Geolocation of vehicle during delivery in real time. Detection of delivery anomalies with the aid of photos/videos
	POS (Point of Sales) Closure of logistics at the point of sale, receipt of goods and composition of shipments for returns	- Retailers with owned/franchised stores	- Efficiency and reliability of point of sale stock - Visibility of inventory at the handling unit level	**Goods inward** - Receipt of parcels and content check, management of delivery anomalies **Goods outward** - Parcel composition and creation of shipments for returns or transfer between stores