

## UNIEURO

Click Reply started assisting Unieuro with the management of its main distribution warehouse in Forlì in 2001. Thanks to the efficiency and flexibility in operational activity management provided by the introduction of the Click Reply™ WM (Warehouse Management System) solution, the Forlì site went from servicing 10 points of sale in 2001 to 66 in 2009.

Given the outlook for further strong growth, Unieuro has now started a project - again with the support of Click Reply - to rationalise its distribution logistics processes and fine-tune the computer system that supports it. With an eye on future multi-site management, there will be an upgrade to the web-based version of Click Reply™ to lend greater speed and flexibility to the network organisational model, allowing the Group to reach its growth objectives.

## SCENARIO

The Unieuro Group is one of the largest Italian companies in the distribution of consumer electronics, appliances, gift items and homewares. Founded in 1939 by Vittorio Silvestrini, Unieuro has been able to grow significantly and successfully establish itself in a continually changing sector.

The ability to reinvent itself, a Customer-focused company philosophy, partnerships with the most important manufacturers, investments in human resources and logistics, and the affiliation with the Expert Italia brand, leading chain in the Italian market, have been the basis for the company's continuous expansion.

Today, the Group is found in Northern and Central Italy. It has over 1,600 employees, 66 Marco Polo Expert megastores, 60 megastores affiliated with the Expert Group and Shop Five brands, and the [www.marcopoloshop.it](http://www.marcopoloshop.it) on-line sales channel, the Group's only point of sale with global reach. On the back of the popularisation of e-commerce, today Unieuro gives customers the chance to purchase through its extranet, from their home or in-store

From its headquarters in Forlì Unieuro also manages its own central distribution warehouse, with approximately 20.000 m<sup>2</sup>, and a product offering of around 5,000 items.

Unieuro's approach is different from the competition's: it uses a single purchasing location and has standardised logistics for all points of sale. The Group has implemented an industrial project to optimise its costs, using a single central distribution warehouse in Forlì to store electronics. Unieuro has full ownership of the logistics processes and systems and is therefore able to leverage greater competitiveness than the competition. The Group has a variable marketing model based on flyers, which are updated periodically to showcase the best-value products available.

In addition, goods in stock are delivered daily in all regions served (Lombardy, Marche, Tuscany, Veneto, Friuli Venezia Giulia).

These last years Unieuro has experienced continuous growth, both organic and through acquisitions, reaching sales of 456 million Euro in 2008. The Group has drafted a significant development plan calling for future expansion.

## SOLUTION

Click Reply has been working with Unieuro since 2001, when the group only had a dozen stores. In 2001, Click Reply, in cooperation with an important player like Jungheinrich Italiana, helped Unieuro set up the logistics for the Forlì warehouse, with the aim of supporting the company during its planned sales volume growth.

In particular, Click Reply dealt with the definition of operating procedures for the material handling system in the Forlì warehouse area, a facility dedicated to the storage and shipment management of different types of goods (small and large appliances, phones, CDs, gift items). The proposed solution was based on Version 2 of the Click Reply™ warehouse management system, a software application designed to:

- Manage goods reception activities (control, identification, batching and sorting of incoming materials)
- Manage material put-away and picking, optimising travel paths and picking execution to prepare shipments
- Use and print bar codes for identification and/or control purposes
- Process the data associated to the materials being moved, and provide support information for shipping
- Receive and transmit data from/to the management information system
- Use hardware devices to perform physical movement operations (RF Device, etc.)

The Group aims to reach double-digit sales growth, with a corresponding increase in the complexity of logistics in terms of space, resources and processes. Thus, the need to design a new Supply Chain model that can support the Group's planned growth, updating the current warehouse management information system and redesigning the

distribution logistics processes that had been originally developed based on lower volumes and less demanding service levels.

The Group asked Click Reply for assistance with its strategic study activity aimed at the rationalisation of the Company's IT systems to support logistics. Click Reply, through its analysis, contributed to the identification of Unieuro's future logistics requirements.

The reengineering of logistic processes required the warehouse management system (WMS) to be updated with Click Reply™ Version 2.

In particular, the option of future multi-site management is behind the current upgrade path to the web-based 4.1 version of the Click Reply™ Warehouse Management system, which will gradually replace the previous version.

The system will be built by configuring selected features currently used with the Click Reply™ 2 system and integrating them with Click 4 features and other specific requirements. The new Click Reply™ warehouse management system, in order to ensure a constant information flow, will interface with the planning or shipping systems used by courier companies and the Visual Store system used by the Group's stores.

The following components of the Click Reply™ Suite will be installed:

- Warehouse Management (WM) – to manage distribution warehouses, store warehouses and the Intranet network.
- Transportation Management (TM) – allows journey planning for deliveries, from stock warehouse to clients and stores.
- Proof of Delivery (POD) – allows confirmation of final delivery and delivery results recording.

Since 2001, Unieuro has believed in the value contributed by Click Reply™, making large investments in a product which, through web technology, is changing the Group's current business model and enabling its fast growth.

## REPLY VALUE

Click Reply has developed operations to improve Unieuro's information and strategic consulting systems.

Through its Click Reply™ WM solution, Click Reply has contributed to the development of the Group's business, allowing an efficient management of merchandise reception, identification and cataloguing, goods storage in the Forlì centralised warehouse and their distribution to different points of sale (POS), guaranteeing quick time-to-market for the company and higher POS service levels. This has allowed Unieuro to be extremely competitive and to currently serve 66 points of sale, up from 10 just eight years ago.

The web architecture of Click Reply™ 4 has also enabled Unieuro to centralise its systems and lower its ITC costs, making important gains in terms of speed and flexibility.



Click Reply is a Reply Group's company leader in advanced solutions for supply chain execution, based on its suite Click Reply™, developed using the most advanced and safe technologies, deployable on traditional environment or in cloud architecture.

Click Reply™ consists of several integrated modules: Click Reply™ Warehouse Management, Click Reply™ Yard Management, Click Reply™ Labor Management, Click Reply™ Warehouse Performance, Click Reply™ Warehouse Billing.

The solutions developed by Click Reply are successfully used worldwide by more than 300 companies and more than 30,000 users.

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