

H&L TARGETTING BETTER SUPPLY CHAIN MANAGMENT

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Home improvement and agricultural supplier Hardware & Lumber (H&L) is targeting new business goals, including increased inventory, better customer service and reduced costs, following its acquisition and rebranding in 2015.

The company has implemented Vormittag Associates Inc enterprise management software, S2K 6.0, to enhance H&L's productivity and improve customer service by increasing visibility throughout the supply chain.

According to a release from the company, H&L's location in Jamaica requires ample lead time for its global supply chain partners, which extend from the US to China.

S2K 6.0 also increases inventory control by tracking inventory in real time and using automated forecasting to create accurate inventory projections to reduce inventory and increase sales. H&L

reckons that having greater control of a more accurate inventory will significantly reduce costs and free up valuable time for employees to reallocate to more customer-facing tasks.

"As we continue to grow, we needed a solution that would simplify our complex supply chain," said Gordon Webster, general manager of technology and eChannels at H&L.

"S2K 6.0 will help us to streamline our supply chain operations, inventory management and other business processes so our employees can focus on the business.

"VAI's ERP solution will ensure we have the items our customers need, when they need it, and provide better customer service overall, which is really the ultimate goal. Additionally, the implementation of S2K analytics will provide better, more timely information to key decision

makers, enabling us to be more agile as an organisation," he continued.

In addition to supply chain and inventory management, H&L will leverage S2K 6.0 to manage its customer relationship management and customer loyalty programme. The ERP solution features an integrated contact management feature that provides real-time access to all customer and product information, as well as marketing automation tools that generate effective, consistent and timely campaigns. H&L will use VAI S2K 6.0 to better structure and automate customer incentive programs.

"Having visibility into supply chain operations is critical for businesses in today's fast-paced commerce climate, especially for those with complex supply chains," said Mike Morano, project director at VAI.

"We've been working closely with H&L to optimise the S2K 6.0

deployment for their unique supply chain and inventory needs, and now that they're fully on-boarded, we're excited to see the business results.

He added that the company's use of S2K analytics will also help H&L better pinpoint trend of data over the course of time, enabling the company to make better business decisions. S2K analytics also gives H&L the ability to "slice and dice data" across applications,

as well as create quick ad hoc reports to detect quick business opportunities.

Celebrating its 90th Anniversary, Hardware & Lumber Ltd operates H&L Rapid True Value and H&L Agro. A member of Argyle Industries, the company retails and wholesales hardware and home improvement products under its Rapid True Value brand.

Through its H&L Agro business,

the company is a partner in Jamaica's agriculture sector, helping to expand the capacity and yield of both commercial and small farmers across the island. It operates 10 H&L Rapid True Value locations across the island – Kingston, Montego Bay, Ocho Rios, Mandeville and May Pen – as well as five H&L Agro locations in Mandeville, Montego Bay, Brown's Town and Kingston.