

How TradeBeyond accelerated new private label development at DFI Retail Group

TradeBeyond accelerated the retailer’s private label development across all categories, including food, health & beauty, and non-food

The Challenge

With a range of retail brands throughout multiple countries and multiple teams handling product development, packaging, quality management, and sourcing, DFI Retail Group was struggling with data silos that limited information sharing. DFI’s inefficiencies resulted in data inaccuracies, mislabeled products, delayed time-to-market, and higher than necessary costs. The retail group needed to improve the speed and efficiency involved in producing its private label products. This would require automating and streamlining its information workflow and the collaborative sharing of information between both DFI’s internal teams and its vast network of external suppliers.



Snapshot

Customer: DFI Retail Group

Retail Sector: Home goods, hypermarket, grocery, health and beauty

Business Need: Faster, more efficient product development

Solution: An end-to-end platform connecting all sourcing and product development processes with real-time data sharing

Result: Reduced product costs and faster time to market thanks to a cloud-based platform that eliminated data silos between DFI departments and vendors

About DFI

DFI is a leading Pan-Asian retailer, owned by the Jardine Matheson Group, with sales exceeding \$27 billion USD and more than 10,200 outlets, employing over 230,000 people in the region. Its retail operations include restaurants, supermarkets, hypermarkets, convenience, health and beauty, and home furnishing stores across Asia. Some of the brand names in its portfolio include Wellcome, Yonghui, Mannings, Guardian, Giant, CS Fresh, and Hero through expanding their assortment of private label offerings.

The Solution

TradeBeyond's management platform connects all DFI's processes related to sourcing, product development, specification, packaging, labeling, and quality, allowing information to be shared across all business functions. Information such as food product specifications, including recipe/ingredients, packaging/artwork/labeling, customer and supplier data, quality and compliance, and costing data is now shared in real-time through a centrally integrated system. TradeBeyond's PLM CBX Create is accessible through web browsers, which allows DFI to exchange information between buying groups and external suppliers in real-time.

TradeBeyond's comprehensive supplier management solution facilitates communication between all internal and external stakeholders, including supplier on-boarding automation, corporate and social responsibility, as well as corrective action tracking.

TradeBeyond ensures proper recipe processes with product managers, sourcing teams, and quality stakeholders to meet the required regulatory standards and compliance needs for all packaged foods and consumables. The system ensures all product labels contain the correct nutritional facts, ingredients, and allergen information per respective region and allows users to proof, review, and validate, which eliminates pack copy and labeling errors through the help of workflow collaboration and digital critical path tracking.

The Results

DFI is now bringing products to market faster than ever before and at reduced costs. TradeBeyond has empowered DFI to leverage its scale and build a rich knowledge base of product information and vendors. The system has helped buyers, merchandisers, and product managers anywhere within DFI to accelerate the development of products across all categories, including packaged foods, health and beauty, and non-food goods. Thanks to TradeBeyond, DFI's product teams are more unified than ever, and all stakeholders are able to easily track and manage information and product histories.

Key Benefits

- Best in class system, with flexible delivery model
- Greater ability to communicate and collaborate on a web platform
- Automation of workflow processes, reducing resource demand
- Ability to collaborate more effectively with suppliers

— The Group selected TradeBeyond to eliminate product data silos and speed own-brand product development with vendors. TradeBeyond ensures that product data and knowledge are consistently and efficiently captured and shared. Product information is now version controlled and easily accessible through the system's powerful search engine.”

— Tim Chalk,
Group Commercial Director
The Dairy Farm Group

