

An
eBizNET™ Implementation
Case Study
At
GENCO Distribution System, U. S. A

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GENCO Distribution System – eBizNET Implementation Case Study



GENCO | We understand. Completely.
Reverse Logistics | Supply Chain Management | Asset Recovery

Value to Customers and Value to Teammates continued to be the thread that held GENCO together. The company's commitments to these core values were even receiving industry recognition. In 1994, 1995, 1996 and 1999 GENCO was awarded Sears' coveted Partners In Progress award for

being one of their top 5% of vendors. In 1996, 1999 and 2001 GENCO was specially recognized as being Sears' top vendor. Out of the thousands of vendors Sears and Roebuck works with GENCO was recognized as the #1 producer of Value.

Proctor & Gamble was also busy recognizing GENCO's stellar contributions. For three years in a row, GENCO was awarded with the Pinnacle Quality Award for attaining 100% on unannounced quality audits. In 1996 Herb was earning corporate recognition. Herb and GENCO were recognized as entrepreneur of the year for Northeast US by Ernst & Young, an incredible accomplishment for a 100 year company. We are old in years and tradition but young and nimble in the marketplace.

“GENCO, Over a Century of History and Innovation”

That brings Genco to today. GENCO Distribution System, 103 years young, 80+ Locations in the United States and Canada, 14 Million square feet of space and over 100 systems running in the U.S., Canada and Australia and installations planned for the UK. We process over \$6 billion worth of returns annually, recover hundreds of millions of dollars each year for our Asset Recovery Customers and provide distribution services to many leading companies. We are over 5,000 teammates strong and are proud of our legacy of providing value to our customers and teammates



Initial Study

Genco conceptually wanted to move away from their existing systems due to...

- Existing technological systems were becoming obsolete
- Needed a robust solution that can accomplish their warehousing needs, while empowering easy deployment and use. More importantly a single window solution was required to cater to all the needs of a true 3PL (Warehousing, Distribution, Billing, Yard Management, Supply Chain Visibility)
- Required a product that could be scalable to acclimatize to the complexities of warehousing
- Necessarily required to have a system which could support a multi-company, multi-site scenario
- Easy platform for integrating to other external client systems as well as in-house system
- Visibility across the supply chain
- Required a product, which makes use of the latest technological advancements - this is important in GENCO's case not just for internal use but also to portray the image of being there with the best technology to their existing and potential customers. It would not only serve as another important infrastructure but also as a sales kit for Genco Corporate.

Implementation

- Implemented eBizNET™ - Distribution Manager, built on state-of-the art Microsoft.NET technology
- Multi-company, multi-site capabilities
- True real time system with RF capability
- Full-featured Warehouse Management system
- Highly configurable rule based system
- Global Visibility of Inventory and Shipments
- Manage Multi-tier Distribution Network
- Serial # and Model # Tracking
- SKU Attributes tracking e.g., Color, Size etc.
- Multiple Package variations
- Yard & Dock Management
- Transportation Planning – Carriers, Routes and Destinations
- Interfaces to ERP and CRM systems such as SAP, Oracle Apps
- Accessibility options – PC thin client, RF Terminals, PDT
- Bar coding and scanning capabilities
- Compliance Labeling using Loftware
- RFID Capabilities
- Track 'n Trace Module
- Activity Based Billing and Costing
- Highly Scalable and Reliable – designed to handle high volumes
- Wide array of Operational and Performance Reports
- Developed using Latest Technologies - .NET and Oracle 9i

Benefit/Value-addition

- Easy deployment: 3PL by the nature of its business has multiple companies taking its services. eBizNET™ provides the right platform for a fast deployment and to be able to accommodate new customer with minimum effort
- Maintenance: Ability to run the operations of multi-companies and sites in a single application leads to the easy maintenance of the system. From having to go through different systems (or different instances of same system) earlier, Genco support center now does everything through a single window
- Visibility: both for internal and external customers has improved
- With best warehousing and distribution practices incorporated in the solution, the operations have become much simpler and the efficiency has gone up
- Extensive reporting capabilities have provided the management with the required tools for close monitoring and information for decision support
- Faster development cycles to meet any specific requirements of the clients
- Look and feel of the application is truly appealing - provides a neat image to GENCO's clients