



ASDA shaves weeks off the NPD process

ASDA prides itself on the quality and value of its brand and its relationship with its customers and supplier base. As such ensuring that quality is paramount at every stage of the development and production process is an absolute business fundamental.

Beating the competition

ASDA needed to work and communicate more efficiently with their supply chain partners and key suppliers to bring products to market faster, whilst maintaining, "everyday low prices".

To achieve this, ASDA needed to reduce the time spent on the pack copy design element of the product launch process, which was proving time-costly due to the operation of a paper based system. Similarly, improving the quality and consistency of information displayed on product packaging was also an issue. ASDA needed a solution that would only require data entry once for use many times.

Achieving Conformity

What also needed to be considered were ASDA's future growth plans. They required a solution that was capable of meeting these needs, whilst being able to enhance, support and manage their due diligence process by ensuring that every claim made on a product would be fully substantiated within the product specification.

The ASDA logo, consisting of the letters 'ASDA' in a bold, green, sans-serif font.



In order to continue to achieve conformity, ASDA needed the capability to respond to consumer scares quickly and efficiently. This could only be achieved through an electronic system that could quickly investigate an issue across a supply chain to gather critical information and enable a rapid investigation.

Meeting targets

In 2001, ASDA selected Creations - a modular product development and quality management system, offering complete supply chain collaboration.

The solution focused on the supply chain process - at the heart of the solution are 2 internet-based systems - Brand Protection, and Supplier Collaboration which ASDA named, "Web*Traqs".

Brand Protection offers ASDA secure data management of their product portfolio process and holds information to support Due Diligence. Information held includes product records and specifications, product testing, manufacturing site audits and

scorecards, site visit management, product recall management and KPI scoring and monitoring.

The Supplier Collaboration module Web*Traqs eases the information flow between ASDA, its suppliers and the production sites, and enables all partners to link into the Brand Protection "Due Diligence" central system.

Business Benefits of Collaboration

As a result of the Creations integrated system, ASDA has decreased the time to market for new products, reduced personnel costs involved in each new product launch and reduced the costs of artwork generation.

Perhaps more importantly, they have improved product information available to their customers and have significantly increased the speed, and indeed the number, of new products delivered to the shelf.

John Clague, Head of ASDA Technical Services, concludes, "Largely due to the implementation of the Web*Traqs system, we have been able to assist and facilitate the supply chain collaboration process via electronic communication and shave a number of weeks off the new product development process."