



Coopers Brewery & eCommerce Session T2.2

Quest ANZ 2008 Conference & Exhibitor Showcase

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13 March 2008 12:00 – 12:45

Sydney Room, Level 3



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Short History of Coopers Brewery

- Thomas Cooper (Shoemaker-Stonemason) emigrated in 1852 from Skipton, Yorkshire
- Commenced brewing Norwood 1862; Kensington 1870; Leabrook 1881; Regency Park 2001
- Brewers of fine ales, stouts & lager



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Current Coopers Footprint Beer

- Australia's 3rd largest brewer
 - 3.5% of the Australian market
 - 21.5% of the South Australian market
- Double digit growth outside SA
- Distributors of Budweiser, Michelob & Grolsch



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Current Coopers Footprint Brewing Products

- Largest manufacturer of home brewing products worldwide
- Largest manufacturer of malt extract in Asia-Pacific



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Coopers JD Edwards Instance

- Go live April 2004 with JD Edwards 8.0 Update 1
- 1 full time resource, assisted by technical consultant 3 days per fortnight
- “Fully utilise Coopers investment in JD Edwards by using as much of the standard functionality as possible”



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Aim of eCommerce Project

- Complement existing business processes
- Look for opportunities to streamline and standardise processes
- Segregation of duties – clear lines of responsibility
- Use standard JD Edwards functionality as much as possible



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Order To Cash Cycle

- Telesales team take orders via phone, fax & e-mail and agree on price and availability
- Distribution team liaise with transporter to arrange pickup timeslot
- Transporter arranges timeslot with customer
- Distribution team picks and loads order
- Invoice sent with goods
- Goods received, payment received and matched against remittance
- Claims process



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What Is The Product Code?

- For example - Coopers Microbrew Kit
 - Coopers Item Code 671
 - Big W Keycode 3587850
 - Woolworths Code 17116
 - Metcash Item No
 - 346032, 8346032 in WA
 - Coles Item Code
 - SA 9319759, WA 8435612, Etc
- Exchanging Universal Buyer Forms



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What Is The Answer?

- Global Trade Identification Number – GTIN
- Common identifier
- Coopers Microbrew Kit
 - Coopers Item Code 671
 - GTIN 10088119181268
- GS1 administers the standards for GTINs

The Coopers logo is written in a white, cursive script font, positioned in the bottom right corner of the slide. The background of the slide is a dark red color with a faint, repeating pattern of the word 'Coopers' in a lighter shade of red.

GS1

- Who are GS1?
 - Subscription based not for profit organisation
 - GS1 administer internationally accepted trading standards, including GTINs
 - Administer Global Location Numbers
- GS1 compliance
 - Suppliers must adhere explicitly to the standards to obtain (and retain) compliance
 - Retailers can adopt a subset of the standards
- GS1Net online catalogue



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Compliance Issues

- Retailer constraints
 - “Our systems only accept 14 character GTINs”
 - Immature business processes
- Differing standards
 - Imported product GTIN is 12 characters
 - EAN-13 vs UPC-A barcode encoding standards



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Synchronising Product Catalog

- GS1 requires knowledge of all saleable and traded units throughout the supply chain
- Coopers Pale Ale
 - 1 x 375ml mid neck bottle
 - 6 x 375ml mid neck bottle = 1 x cluster pack
 - 4 x cluster pack = 1 x carton
- Coopers instance of JD Edwards does not store information below carton level
- Price changes and promotional activity



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Synchronisation

- Build or buy a loosely integrated system?
- Online subscription service - BizCaps
 - Yearly fee service
 - Web site access
 - Uploads via Excel available
- Some retailers still require Universal Buyer Forms



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GS1Net Ready

- Once products are being maintained in GS1Net - GS1Net ready status
- GS1 advertise readiness status
- Don't underestimate the amount of effort involved in getting to this stage
- Next step is GS1Net Live status – actually conducting eCommerce using standards



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EDI Mailbox

- “Pigeon hole” where messages are sent and received
- Pick up (receive) and post (send) messages
- Value Added Network provider – VAN
- Ensure both a test and production EDI mailbox are configured
- Host own mailbox is a possibility (XML with AS2)



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Systems Development

- Each customer uses different message standards (EANCOM, ANSI X.12, etc)
- EDI Gateway - Build or Buy?
 - Coopers decided to Buy
 - Integrator 5.0, template based EDI gateway that receives EDI message and outputs & inputs text files
 - GTIN <-> Coopers Item Code
 - Location <-> Coopers Address Book Number

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Systems Development

- JDE
 - Use standard functionality with interoperability tables F47011, F47012, F47036 & F47037
- ETL Tool
 - Open source ETL tool, Talend, to process messages if required (abilities comparable to WebMethods & BizTalk)



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Order To Cash with B2B

- Full Order to Cash cycle involves:
 - Receive order
 - Acknowledge order
 - Ship goods
 - Receive invoice
- Using Coles as a template
 - Distribution Centre orders
 - Grocery – Coles, Target & K-Mart
 - Liquor – Liquorland



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Receive Order

- Coles post purchase order to Coopers EDI mailbox
- Integrator checks Mailbox every 30 minutes and receives messages
- Translates order details to text file
 - SoldTo & ShipTo, delivery dates, timeslots
 - GTIN->JDE Item No, quantity, price & promotional period



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Receive Order

- Scheduled job reads text file
- Loads into interoperability tables
- Creates sales order (status 520-521)
 - Soft commit stock
- Sends report to Telesales highlighting pricing discrepancies and supply issues



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Acknowledging Order

- Telesales liaise with customer for pricing issues and distribution for supply issues
- Acknowledge order (status 521-538)
- Outputs text file, picked up by Integrator
 - Cancelled lines also required
- Sent to customer's EDI mailbox
- Warehouse arranges transport



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At this stage..

- Sales loop has been completed
- Order has been sent by customer
 - Pre-existing items and price
- Order has been acknowledged
- Stock in JDE has been soft committed
- Awaits picking by warehouse



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Picking

- Warehouse reviews “picking console”
- Pick slip printed (status 538-560)
- Hard commits by lot (FIFO)
- Forklift picks stock
- Returns pick slip with actual lots used



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Label Printing

- Using P4205 (Pack confirmation)
- Additional screen for multiple labels per lot
- Confirm actual lots used
- Order status 560-580
- Serial Shipping Container Code (SSCC)
 - Must use GS1 company number from UDC 41/UC



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Label Printing

- Standard label design
- Print via Create!Form
- Note:
 - SSCC number
 - Batch number
- “Repack” if required



COOPERS BREWERY LIMITED 461 South Road Regency Park SA 5010	
SSCC (00) 393104410060600283	
PALE ALE 375 ML PALE ALE BOTTLES CONTENT	COUNT 30 Carton
BEST BEFORE	BATCH
27/11/2008	16706331



(02)09310441001575(15)081127(37)30(10)16706331



(00)393104410060600283

Invoice Print

- B2B process requires that invoice does NOT accompany goods
- Internal invoice must still be generated
- Invoice generated once labels correct
- Outputs SSCC records to interoperability tables (status 580-608)
- Output to text file (status 608-620)
- Advanced Shipping Notice (ASN)



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Advance Shipping Notice

- Electronic notification that goods have shipped with SSCC's & quantities
- EDOC as reference number
- Integrator loads text file
- ASN sent to customer's EDI mailbox
- "Despatch Advice" printed to accompany goods



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Receiving Goods

- Coles only notify Coopers if there is a delivery issue (short shipment) usually within 1 hour
- Coles provide “Track & Trace” online to review orders and ASN’s
- Only investigate when required



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Recipient Created Tax Invoice (RCTI)

- Written agreement between customer and supplier – ATO requirement
- ABN must be explicit on the RCTI
- Received by Integrator and e-mailed internally
- Electronic RCTI not currently interfaced back into JD Edwards
- Short shipments deducted – area of concern



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RCTI Continued

- RCTI's are checked off against Remittance Advice
- Matched off in JD Edwards
- Short shipments
 - After investigation, manual RCTI may be issued
 - Also appears on Remittance Advice



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Key Benefits

- Standardised process
- Enforce segregation of duties and responsibility
- Simple EDI orders are then easy to integrate
- Order visibility enhanced



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Issues

- Compliance
- Ownership of problems
- Load sized orders



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Opportunities

- Receiving orders on behalf of subsidiaries
- Process RCTI's automatically
- Coles Collect – changes responsibility for pickup



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Key Learnings

- “GS1 Ready” status most important
- Approach from a process perspective
- Use standard JDE functionality wherever possible
- Build or buy EDI gateway?



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Questions?



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