

Fox Collaborative Planning

Even minor packaging changes necessitate creating a new sku. This is laborious, time consuming and causes delays. Mistakes here cause problems later with shipping, delivering, ranging and invoicing.

Your Product Details Simplified

Most businesses have all of the information. The issue is that data is generally spread across multiple markets and departments with Marketing owning images and packaging information, Demand Planning the shipment configurations and Sales and Finance owning the pricing details. With so many parts of the business delivering the information it becomes difficult to agree ownership and a common way of delivering the information to the rest of the company.

The issue is exacerbated when a new product launch is due.

- Sales need barcodes and packaging specs well in advance for retailer new line forms.
- Demand Planning need details to set up the planning tools to allow for forecasting.
- Customer Services need product details to set pricing up and
- Category Development needs images to build sample planograms and retailer presentations.

Each department has their own individual requirements that they will satisfy to their own schedule, however they don't always realise the implications on other departments having to wait for the same information. When you add in to the mix each department having their

own way of storing and sharing the data a picture develops of staff chasing around multiple departments trying to source information in the process wasting valuable time.

How do our tools help?

- **Adding Process** – Product Catalogue delivers a process and a timeline for creating product information. You define who has ownership of all parts of the information and the systems mail engine will request they populate their areas in a sequence that you set. Inherent in the tool is the ability for it to use existing product details and to allocate barcodes to new lines to speed up their creation. The originator of the new line has final sign off before it is added to the database to guarantee all information has been completed.
- **The Database** – Stores all information that relates to products from waste packaging to artwork. New data is added through the process above, but can also be added through uploads from any existing data you have from SAP or excel spreadsheets. The information is then accessed through Fox or can sit as a separate tool outwith.
- **New Line forms** – Account managers can populate and print customer specific new line forms for accounts or trade associations in their own specific formats at the touch of a button. This ensures that information is transferred without error whilst saving hours of valuable Account Managers time.