



## Carrefour Belgium Optimises its Goods Reception with SSCC and DESADV

With over 600 stores, Carrefour Belgium is one of the leaders in the mass retail distribution sector in Belgium. Carrefour Belgium took on the objective to optimise and rationalise the goods reception in their warehouses. 350 Fast Moving Consumer Goods (FMCG) suppliers were involved in the project. Together with GS1 Belgium & Luxembourg, suppliers were educated on how to implement the GS1 standards in order to achieve the objective.

### Logistic Challenges

When goods arrive at the Carrefour distribution centre they are registered for traceability reasons. In practice, Carrefour scans every incoming pallet by capturing the SSCC on the GS1 logistic label. This means that prior to delivery the suppliers have to mark every pallet with a GS1 logistic label containing the SSCC. However, Carrefour often received pallets with unsatisfactory logistic labels. Either the label was entirely missing, the logistic label was not compliant with the GS1 standards because of

a missing or wrong SSCC, or the label is poorly printed. For Carrefour this resulted in higher handling costs, a loss of time and consequentially waiting queues for truck drivers.



### Objective

To optimise goods reception with correct GS1 logistic labels and the advanced shipping notice (e.g DESADV).

### Use of GS1 Standards

In collaboration with GS1 Belgium & Luxembourg, Carrefour invited all of the 350 suppliers to a seminar. Carrefour educated the suppliers about the need for an improved logistic flow and the benefits of using GS1 standards. GS1 Belgium & Luxembourg elaborated on how to create a correct SSCC and GS1 logistic label, and how to get started with the EDI DESADV. After the session the suppliers were invited to talk to the EDI solution providers present at the seminar.



### The objectives set out in the project include that:

- By July 2011 all suppliers should be using the correct labelling method and
- By mid-2012 Carrefour would like to receive the electronic despatch advice from 80% of the 350 FMCG suppliers. More specifically the 3-Way Match IDEAL DESADV (e.g a harmonized subset from EANCOM D.01B DESADV used by Belgian suppliers and retailers). In this way Carrefour can match the goods reception with the corresponding DESADV, which in turn displays the details of delivery.

### Expected Benefits of the Project

The underlying idea is that both the suppliers and Carrefour will gain from an efficient logistic flow. The benefits include a faster and accurate goods reception, less waiting time for the transporter and fewer disputes on invoices resulting in faster payments. Specifically for the DESADV, both Carrefour and the supplier will benefit from a transparent and fluent administrative flow.



### Key Implementation Learnings

GS1 Belgium & Luxembourg decided to actively engage, as a neutral party, in the roll out of SSCC and DESADV for Carrefour. In this roll out it has been very important to first reach and inform the suppliers to show them of the benefits of using GS1 standards. Next, it was important that the suppliers were made aware that they may rely on the services of GS1 Belgium & Luxembourg (e.g. verification service for the GS1 logistic label). Because of these requirements, further communication such as mailings, newsletters, communicating case studies etc, are planned.



### Next Steps

To continue enhancing the logistic flow and the administrative processes with the roll out of the 3-Way Match (Order to Cash) EDI messages. The ultimate goal is to create a win-win situation for both parties while taking into account an ecological, economical and sustainable point of view.

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