Merchandise Visibility @ C&A

OCTOBER 2017
JOACHIM WILKENS / HANS PETER SCHEIDT
Merchandise Visibility @ C&A

1. About C&A (Europe)
2. The RFID journey – History and learning’s
3. G2MT – Vision and scope
5. Standard EPCIS Architecture
About C&A (Europe)

- Founded by Clemens and August Brenninkmeijer
- C&A was one of the first companies offered ready-to-wear clothes in different sizes
- Family members are leading C&A in sixth generation
- C&A is to date a family business and is owned by COFRA Holding plc with business activities in different industries
  - Retail
  - Real Estate
  - Corp. Investments
- Only Private Brands
- Annual Sales
  - 5.5 bn €
  - 500 m pcs
- HQ in Düsseldorf and Brussels

- 1841
  - C&A starts in Sneek, Netherlands
- 1890’s
  - 1st major expansion: Amsterdam store opens
- 1911
  - 1st international expansion: Berlin store opens
- 1963 –
  - European Expansion
- 1976
  - Brazil
- 1999
  - Mexico
- 2007
  - China

- ~1,500 Stores in Europe
- 2 m Visitors per Day
- 21 Countries in Europe
- Online Shops in 8 Countries
- 35,000 Employees
- 400 Suppliers
Merchandise Visibility @ C&A

1 About C&A (Europe)

2 The RFID journey – History and learning’s

3 G2MT – Vision and scope

4 Crawl – Walk – Run – Fly approach

5 Standard EPCIS Architecture
The RFID journey @ C&A

PoC 2012
5 Stores Germany

PoC 2013
25 Stores Germany

PoC 2014
100 Stores Germany

Pilot 2016/17
100 Stores France
100 Stores Germany

Roll Out 2018/19
10 Countries CEE
Findings

**Challenges**
- No Standardization at C&A
- Existing Process Complexity
- Missing Process Consistency
- Lack of Commitment

**Wows**
- Technology works perfectly
- Information about real lead times
- Information about real Out-of-Stocks
- Information about NOSBOS (Not-On-Shelf-But-On-Stock)
- Real information about the huge correlation between stock accuracy and sales
- Possibility to reduce stock w/o negative impact on sales

**Merchandise Visibility is no Fast Selling Item**
- New processes need acceptance
- New Technology needs acceptance
- Both might be refused by persons as they indicate failure of work in the past

**Change needs Management**
- Management Attention
- Monitoring
- Convincing
- KPI's
GS1 Support

Internal Trainings on Standards
• Training for IT

Project Management Support
• Senior Project Management with huge knowledge of RFID

Vendor Trainings
• Joined Development of Vendor Training Program for Source Tagging (GS1 Germany, Hong Kong) and Avery Dennison

Roll-Out Support
• Training and Project Management Support in native Language with RFID knowledge by GS1 France led by GS1 Germany
## Merchandise Visibility @ C&A

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>About C&amp;A (Europe)</td>
</tr>
<tr>
<td>2</td>
<td>The RFID journey – History and learning’s</td>
</tr>
<tr>
<td>3</td>
<td>G2MT – Vision and scope</td>
</tr>
<tr>
<td>4</td>
<td>Crawl – Walk – Run – Fly approach</td>
</tr>
<tr>
<td>5</td>
<td>Standard EPCIS Architecture</td>
</tr>
</tbody>
</table>
C&A to become HER favorite omni-channel retailer by 2021
Allowing HER to shop when, where and how SHE wants
Transform IT infrastructure and logistics to greatly improve the way to bring our products to HER
G2MT – Scope

- e2e Supply Chain
  - Planning
  - Forecasting and allocation
  - Order management
  - Logistical fulfillment
  - Store operations

enabled by

The Global Language of Business
Merchandise Visibility @ C&A

1 About C&A (Europe)
2 The RFID journey – History and learning’s
3 G2MT – Vision and scope
4 Crawl – Walk – Run – Fly approach
5 Standard EPCIS Architecture
Basic Processes

... along C&A’s supply chain

Supplier/Sourcing

- Source Tagging
  - Based on GS1 standards and C&A Tagging Guidelines
  - Tagging Quality Control by QSM

Distribution Center

- Creation of shipping notice for the stores (ASN)
  - based on single item per transport unit
  - through automatic RFID reading in tunnels

Stores

- Goods Receive based on ASN from DC
- Regular Cycle Counting
- RFID Point of Sale reading
- Stock-Room/Sales-Floor Operations based on RFID
Future architecture must be open and scalable

Basics such as stock data accuracy

Advanced processes such as sub-location processes

Customer Services and Omni-Channel Engagement

©worldpress.com
Ready for Future Architecture

ENCAPSULATED RFID ARCHITECTURE

RFID Solution
- Processes
- EPC Mgmt
- Reader Mgmt
- Business Logic
- Reporting

Interfaces
- Inventory
- Monitoring
- Reporting
- ...

OPEN RFID ARCHITECTURE

Capturing Appl.
EPCIS Repository
EPC Status DB

Integration Platform

RFID (Micro)Services
- CC
- NOS
- BOS
- EAS
- EPC Mgmt
- CX
- FIT
- ...

ERP
Merchandise Visibility @ C&A

1. About C&A (Europe)
2. The RFID journey – History and learning’s
3. G2MT – Vision and scope
5. Standard EPCIS Architecture
Thank You