

AEB



Smart supply chains start with AEB

- The economy is showing some signs of recovery from the recent financial crisis, but will our supply chains be able to cope when global trade picks up again?

Undoubtedly there will be a major requirement for stable, efficient, low-risk supply chains. Unfortunately, many companies lack the capabilities to meet growing demand. The winners will be those that have improved the flexibility of their supply chains and have implemented processes to handle increased or fluctuating demand.

As the complexity of global supply chains grows, relying on the right technology will become ever more important when it comes to beating the competition. AEB (International) Ltd, a leading provider of supply chain logistics software, offers solutions that ensure end-to-end control of all processes within a supply chain. The result? Shorter lead and delivery times, improved delivery quality, operational cost reductions and increased customer satisfaction.

AEB's ASSIST4 product suite – which offers comprehensive functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Monitoring & Alerting and Risk Management – has attracted a diverse client base of around 6,000 customers in over 30 countries.

The software's broad functionality fulfils the requirements of companies in sectors ranging from pharmaceuticals to retail, and from automotive to freight forwarding. Many big players such as Fujitsu Siemens, Kellogg's, Pfizer, Puma, Volkswagen, GEODIS and Wilkinson Sword use ASSIST4 to standardise and automate business processes in supply chain execution – and to plan, monitor, control and continually optimise their supply chain networks.

Operational excellence and process visibility

A subsidiary of German company AEB GmbH, Warwick-based AEB (International) Ltd is celebrating its tenth year of operation in 2010, and is continuing to strengthen its position in the UK market with many high-profile companies – including Gillette, BAE Systems and Boots Retail – investing in AEB's solutions to ensure efficient and sustainable logistics operations.

Companies using AEB's supply chain suite for their worldwide despatch and export processes can meet all their business needs and fulfil relevant regulatory requirements within a single system.

The software has enabled BAE Systems to obtain real-time visibility of shipment information and keep tighter control of shipping costs. Ian Womersley, Export Control Team Group Leader, BAE Systems says: 'The system has provided a complete solution for the creation and electronic storage of export documentation while minimising data entry and providing customers with up-to-date statistics and shipment information.'

AEB (International) Ltd's General Manager Mark Brannan remarks: 'Our software helps companies to establish the basis for operational excellence in their supply chains. Stable, but at the same time flexible, supply chains mean they can react quickly to fluctuations in demand and to new business ideas. With challenging economic conditions, the ability to monitor and control complex global supply networks efficiently is vital.'

Risk management for risky times

Increased emphasis on security in the supply chain and tighter restrictions by government agencies around the world mean that companies face new business challenges in international trade. Astonishingly, a recent survey amongst manufacturing and service companies



found that only half of respondents are planning to tightly manage supplier risk as part of their risk mitigation strategy.'

That's hard to believe as the importance of risk management has increased in the past decade, with new legislation introduced following the terrorist attacks of 11th September 2001. To name just one example, companies must ensure that they do not have business relations with individuals and organisations listed on EU or UN sanctions lists.

One client that has benefitted from AEB's solutions is German medical technology manufacturer, ERBE Elektromedizin GmbH. Integrated compliance screening, which automatically checks all ship-to and bill-to parties against EU and US sanctions lists, ensures that no consignment is sent out to anyone with suspected links to terrorism. This has shortened lead times in shipment processing, and clients now benefit from faster and more reliable deliveries. In addition to risk management and compliance, ERBE also works with AEB's WMS and Transport solutions, taking full advantage of the modular end-to-end approach.

AEB has just introduced a range of new software including a US re-export controls module, a software-as-a-service solution for the Excise Movement and Control System (EMCS) and a Web-based carrier cost comparison and labelling solution with integrated compliance screening (PARCEL|XPRESS).



Reference

1. Survey by PRTM Management Consultants, March 2010.

Further information

For companies wishing to find out more about managing supply chains beyond the recession, AEB is holding a conference on Tuesday 30th November 2010, in partnership with CILT. For further details, please contact AEB (International) Ltd on 01926 623050, or complete the contact form at www.aeb-international.co.uk/contact/index.php



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