

Procter & Gamble (P & G) Warehouse Management System

The Procter & Gamble Company (P & G) is a recognized leader in the development, distribution and marketing of superior fabric and home care, baby care, feminine care, family care, beauty care, healthcare and snacks and beverage products. P & G markets nearly 300 brands - including Pampers, Tide, Ariel, Always, Whisper, Pantene, Bounty, Pringles, Folgers, Charmin, Downy, Lenor, Iams, Crest, Actonel, Olay and Clairol - in more than 160 countries around the world. In China, P & G has almost 150 distribution centers serving the needs of consumers throughout the country.

Organization:	
Application:	Implementation of new warehouse management system (WMS).
Environment:	20 distribution centers
Benefits:	Improved efficiencies, productivity and cost savings
Solution Partner:	

The Challenge

With P & G China's rapid inventory turnaround time, its existing paper-based manual system proved to be cumbersome as volume increased in the company's distribution centers. Workers charged with data collection filled numerous orders per day at a fast pace, which increased the risk of human error very early in the supply chain. Sales managers also rushed between offices and distribution centers to check stock/delivery status, taking their focus away from sales and customer service. And warehouse controllers spent extra time on manual bookkeeping to ensure data accuracy. The company recognized the direct impact these inefficient business processes were having on sales, customer service and productivity. As a result, P & G China invested in and improved their warehouse management system using mobile computing technology.

The Solution

As phase one of initiative to streamline the existing paper-based manual process, P & G China deployed from Symbol Technologies in 20 distribution centers throughout China for use with their warehouse management system (WMS).

The new mobile computing devices enable P & G China to streamline business processes in several ways. Upon receipt of orders from P & G sales managers, orders are now entered into an Integration Distribution System (IDS) and transmitted to SPT 1700 handhelds used by the warehouse workers. Sales orders are automatically generated and workers then use this information to pick up the necessary goods from the warehouse. As a result, orders are ready for collection instantly and the accuracy of data has improved. The SPT 1700 handhelds also enable workers to transmit order reports to the IDS host to record inventory movement as they pick up goods from the warehouse. Besides facilitating workers to scan and communicate with the IDS host database, the SPT 1700 devices permit workers to check stock availability with the scan of a bar code. All data captured on the SPT 1700 handhelds are synchronized to IDS, and statements are automatically generated for accounting purposes.



The Benefits

P & G China improved business processes and enhanced productivity for a more efficient warehouse management system, which led to further cost savings in the supply chain. P & G China sales managers now focus on sales, dramatically improving customer service. Warehouse controllers address more inventory management concerns and worry less about accuracy of data and physical stock. Additionally, more accurate order information captured by P & G workers enables the company to better plan delivery routes to customers, thereby reducing transportation costs.