

Case study

Warehouse Management

seedcom
LOGISTICS

Seedcom Implements Blue Yonder Warehouse Management in Two Months

- More accurate, profitable inventory management
- Increased visibility and control
- Improved efficiency and productivity

“New retail” demands a transformed warehouse environment:

“The shift to omni-channel selling has transformed the global retail industry. Seedcom is the first company to implement the ‘new retail’ model in Vietnam by applying breakthrough technologies to our business operations to create great experiences for customers. Implementing Blue Yonder’s warehouse management solution is a key component of that strategy. After a rapid implementation, it is helping us streamline our processes, optimize our inventory and other resources, and support fast, efficient daily operations.” —

Chief Executive Officer, Seedcom Logistics

Headquartered in Ho Chi Minh City, Vietnam, Seedcom Joint Stock Company (Seedcom) operates in the technology, retail, services, and manufacturing sectors. In 2022, Seedcom achieved net revenue of more than VND 1,600 billion, (U.S. \$68 billion), up more than 60% over the same period in 2021. This growth primarily came from its retail, food, fashion, and supermarket businesses. Seedcom supports its retail business through a subsidiary, Seedcom Logistics, that manages inventory and delivers products to thousands of distribution points.

Business challenge:

Seedcom has an ecosystem of 68 apparel stores, 155 The Coffee House stores, and 32 Kingfoodmart grocery stores, as well as e-commerce channels and 12,000 new retail CPG third-party merchants. Seedcom Logistics provides a seamless connection of Seedcom’s ecosystem to consumer, retailers, merchants, and suppliers, through four, modern distribution centers with specialized environments for dry, fresh and temperature-controlled products. These warehouses serve more than 35,000 distribution points. Seedcom Logistics’ legacy warehouse management system was unable to support Seedcom’s rapid growth or the demands of today’s fast-paced omni-channel environment.





The Blue Yonder solution:

Seedcom Logistics implemented Blue Yonder's Warehouse Management System (WMS) to gain real-time visibility and control across the distribution network, manage growing order volumes, and balance cost and service outcomes. The implementation — which was completed in just two months — was led by Blue Yonder's regional partner Total Solutions Logistics Company Limited (TSL), which has deep expertise in specifying and implementing leading logistics solutions in Vietnam.

A detailed, near real-time perspective on warehouse operations:

“Bringing advanced technology to the warehouse enables us to have detailed, near real-time insights that enable greater accuracy and efficiency. Tasks are assigned electronically through bar-code devices with an understanding of where employees are located, where products are located, and what the current priorities are. We can manage inventory more accurately, we can optimize any movements, and we can maximize all our resources, from people to goods. Intuitive reporting capabilities enable us to measure results and achieve continuous improvements.”

Warehouse efficiency translates to improved sustainability:

“Sustainability is an important goal for Seedcom in general, and the operation of our warehouses plays a central role. By reducing our workflows and operating with maximum efficiency, we can use energy and staff more efficiently, which contributes to a smaller environmental footprint. Blue Yonder's WMS has already proven its value in supporting efficiency and sustainability — and we anticipate even greater benefits in the future.”

Solution benefits:

- Thanks to its rapid implementation of Blue Yonder's Warehouse Management System, Seedcom Logistics is positioned to thrive in the fast-paced world of omni-channel selling. The company can quickly adapt to demand changes across channels, optimizing tasks and defining priorities to meet customers' cost and service expectations.
- Blue Yonder's WMS ingests current data about customer orders and available inventory, then synchronizes work processes in near real time to accurately and fluidly match supply with demand.
- Seedcom Logistics has gained end-to-end visibility and control of all its warehouse operations, leading to improvements in the utilization of assets including inventory, human resources, space and equipment. Costs can be analyzed and controlled, without sacrificing customer service.

Blue Yonder's expertise:

“Blue Yonder has a long history of providing comprehensive solutions for the end-to-end supply chain ecosystem that feature the most advanced technology, including artificial intelligence and machine learning. Blue Yonder's regional partner TSL understands our business, so they can propose suitable solutions and processes. The fact that we achieved go-live in just two months demonstrates the strength of the long-term strategic partnership between Seedcom Logistics, Blue Yonder and TSL.”

— **Chief Executive Officer**

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