



# eFoodChain

ASSISTING SMEs TO PARTICIPATE IN DIGITAL FOOD SUPPLY CHAINS

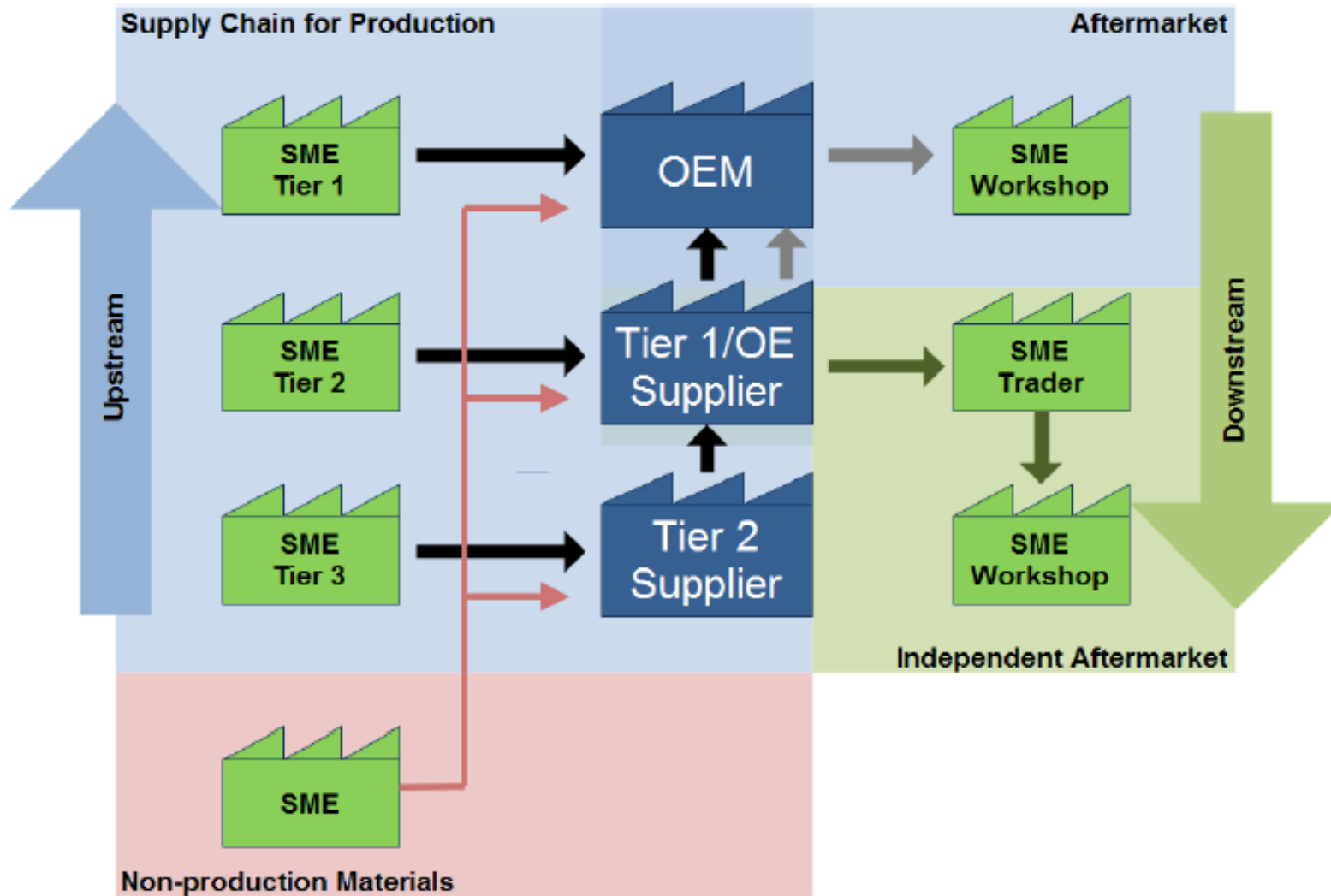
**STIMULATING INNOVATION IN THE FOOD SUPPLY-CHAIN THROUGH  
SMART USE OF ICT: ASSISTING SMES PARTICIPATE IN DIGITAL SUPPLY  
CHAINS IN THE SINGLE MARKET**

*Examples of best practices from other sectors*

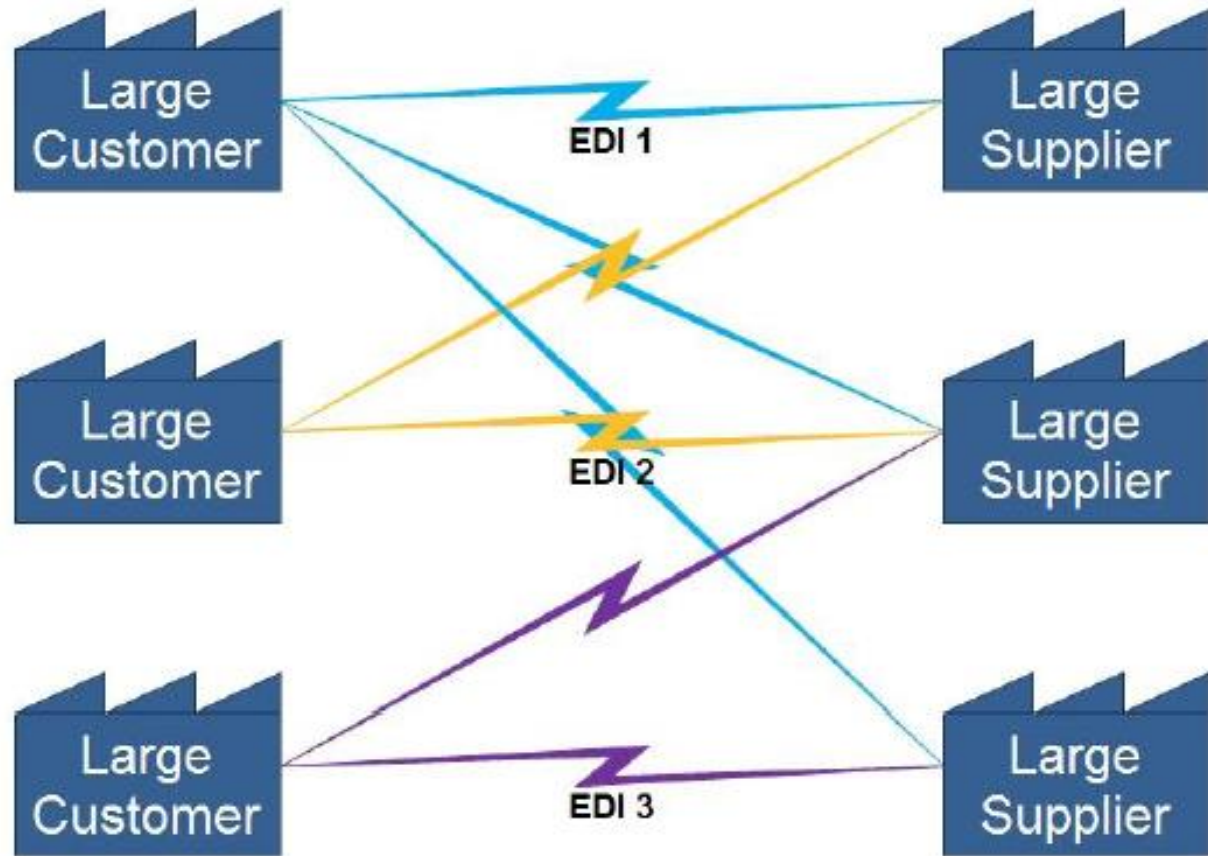


## Automotive supply chain

# Automotive value chain

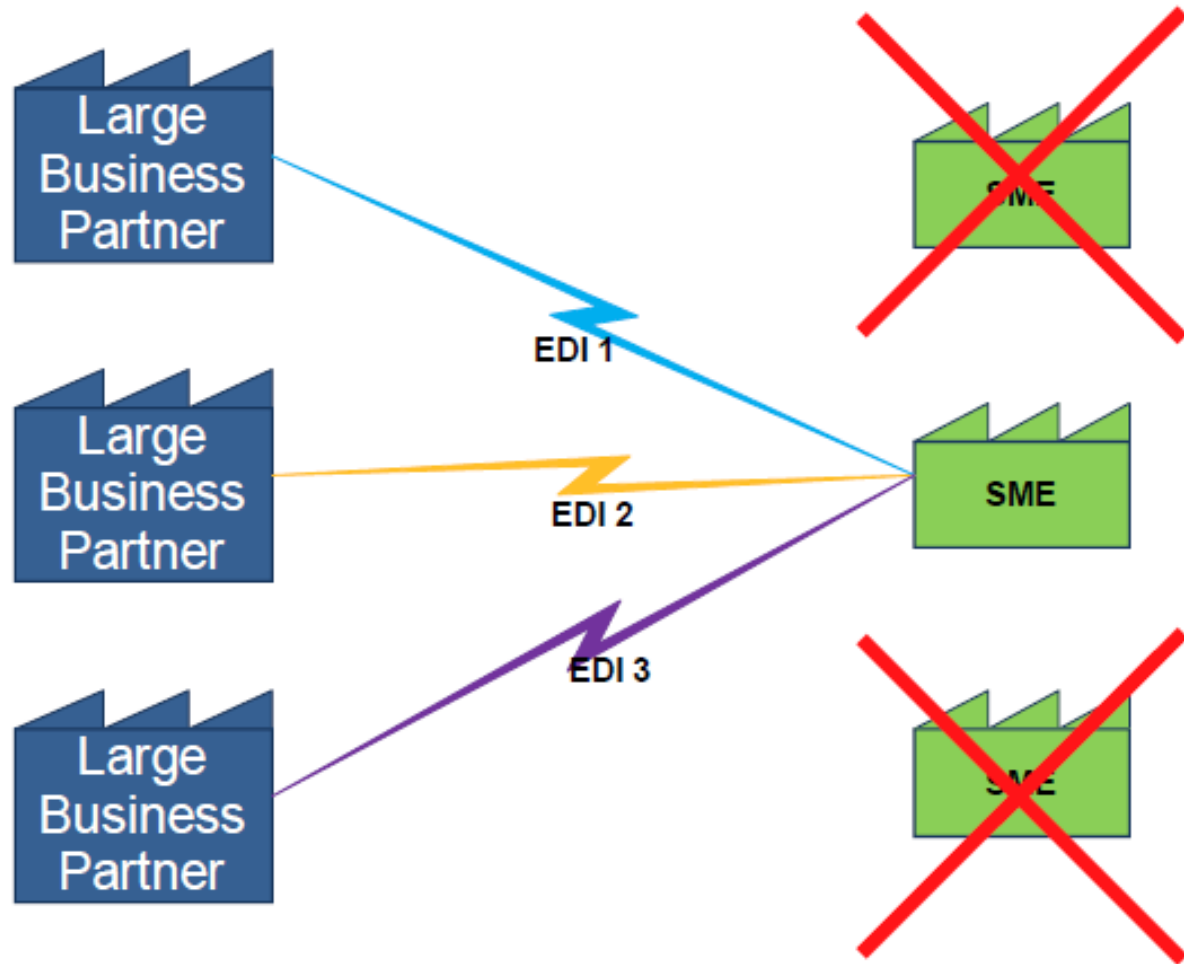


# Current ICT landscape\* (classic EDI)

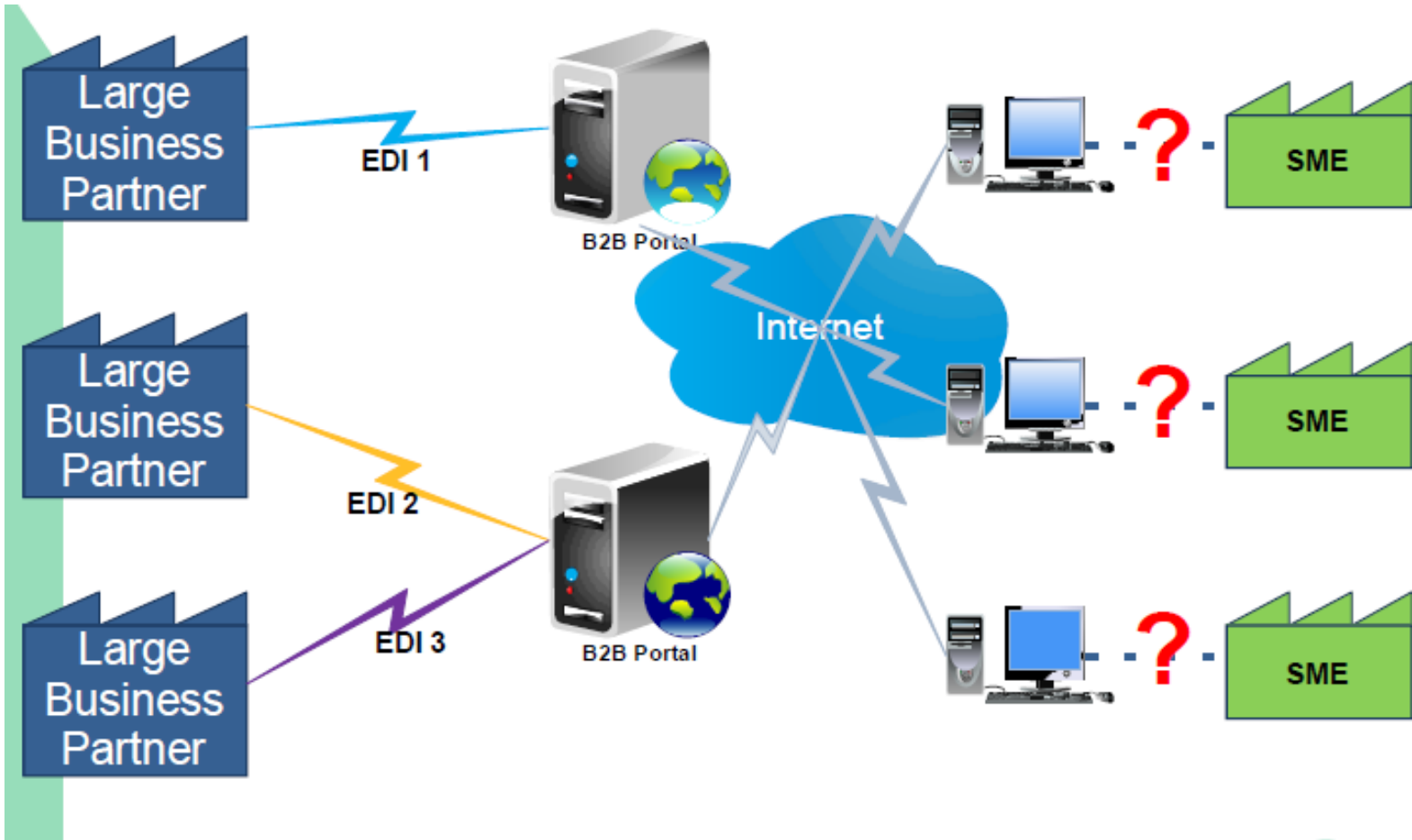


\* in what concerns structured data exchange

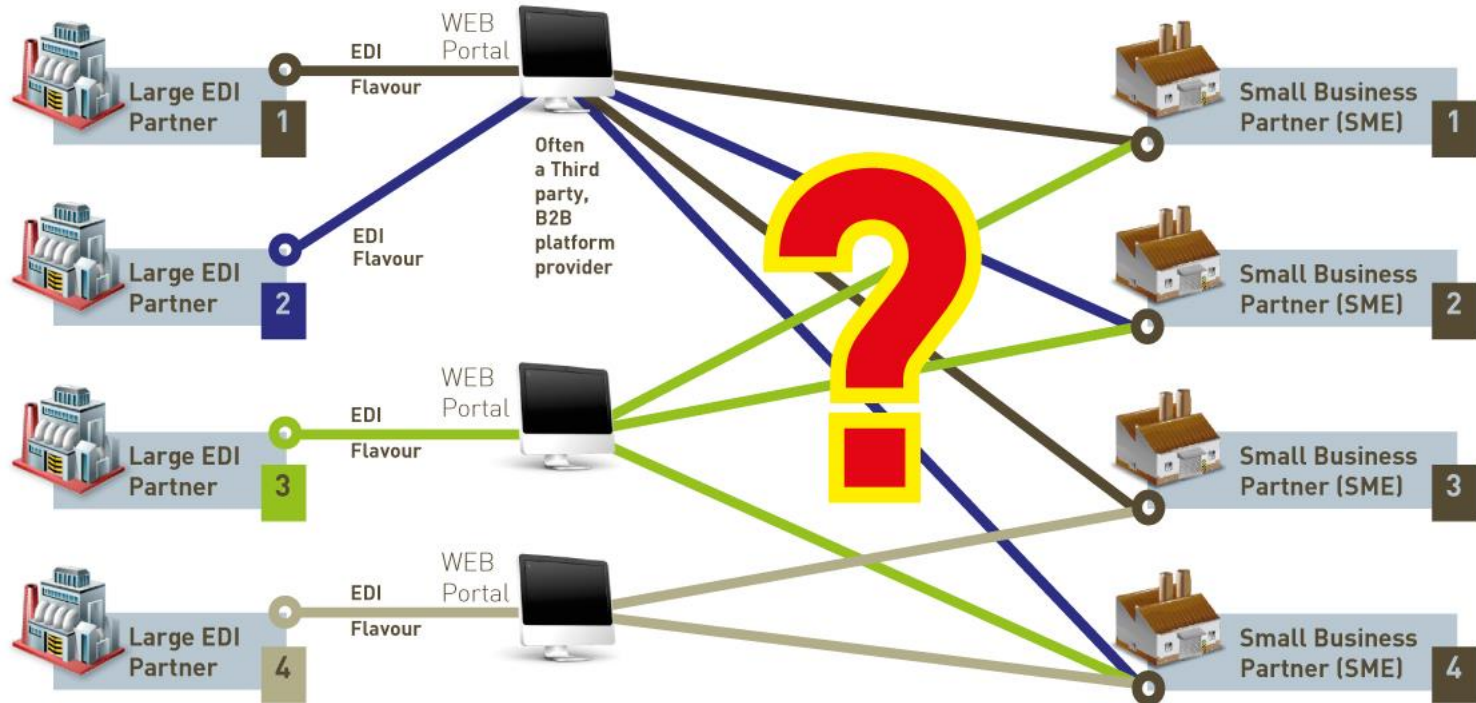
# Current ICT landscape (classic EDI)



# Current ICT landscape (Web EDI)

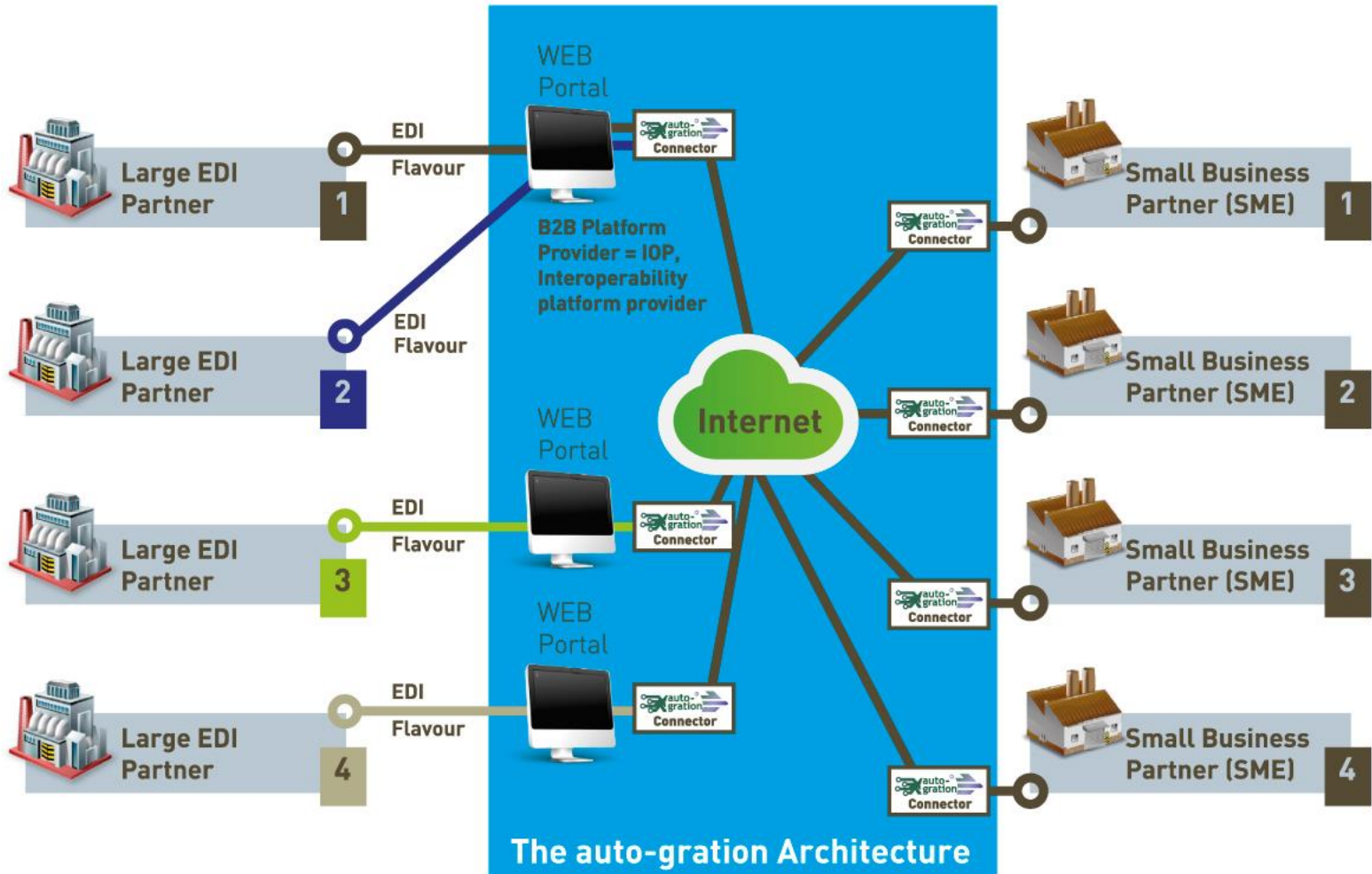


# Current ICT landscape\*



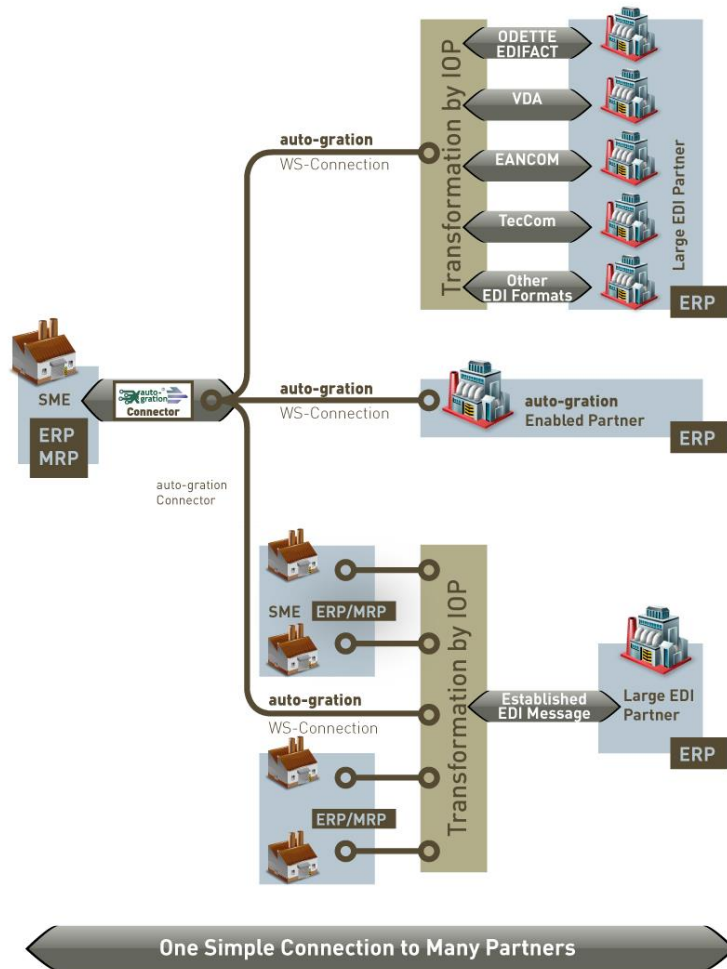
\* in what concerns structured data exchange

# auto-gration vision





# Benefits for SMEs



- Simple and affordable
- Easy to deploy
- Save time
- Reduce costs
- Rapid return on investment
- Interoperability
- Business agility
- Greater customer satisfaction
- Faster deliveries
- Access to a wider market

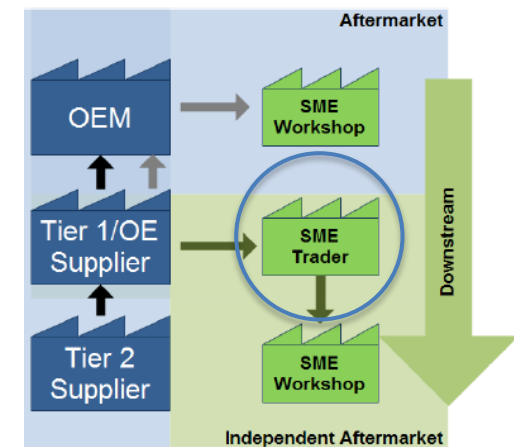


## Example best practice from the automotive sector

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## Basics about Alfah:

- Key Market: car parts, tools and shop equipment
- Customers (B2B): Car Dealers, Repair Shops, Craftsmen
- Key Business (B2B platforms)
  - – [www.alfahparts.de](http://www.alfahparts.de): spare parts
  - – [www.kfzdeal24.de](http://www.kfzdeal24.de): tools for repair shops
  - – [www.kraft-ehrlich.de](http://www.kraft-ehrlich.de): tools for craftsmen



- About 15.000 customers (7 - 8.000 car dealers and repair shops)
- 40 to 50 suppliers (manufacturers and wholesalers)
- Management of approx. 8 Mio. articles

## Starting Point

- Oversupplied German Spare Parts Market
- Numerous sources for different segments (OEM/OES/IAS)
- One Customer = Repair shop

## Customer Needs

### 1. Repair shops

- Right spare part right now (time) in best quality but cheap (price)
- Minimize Effort (ordering process)
- Minimize Administration (order management)

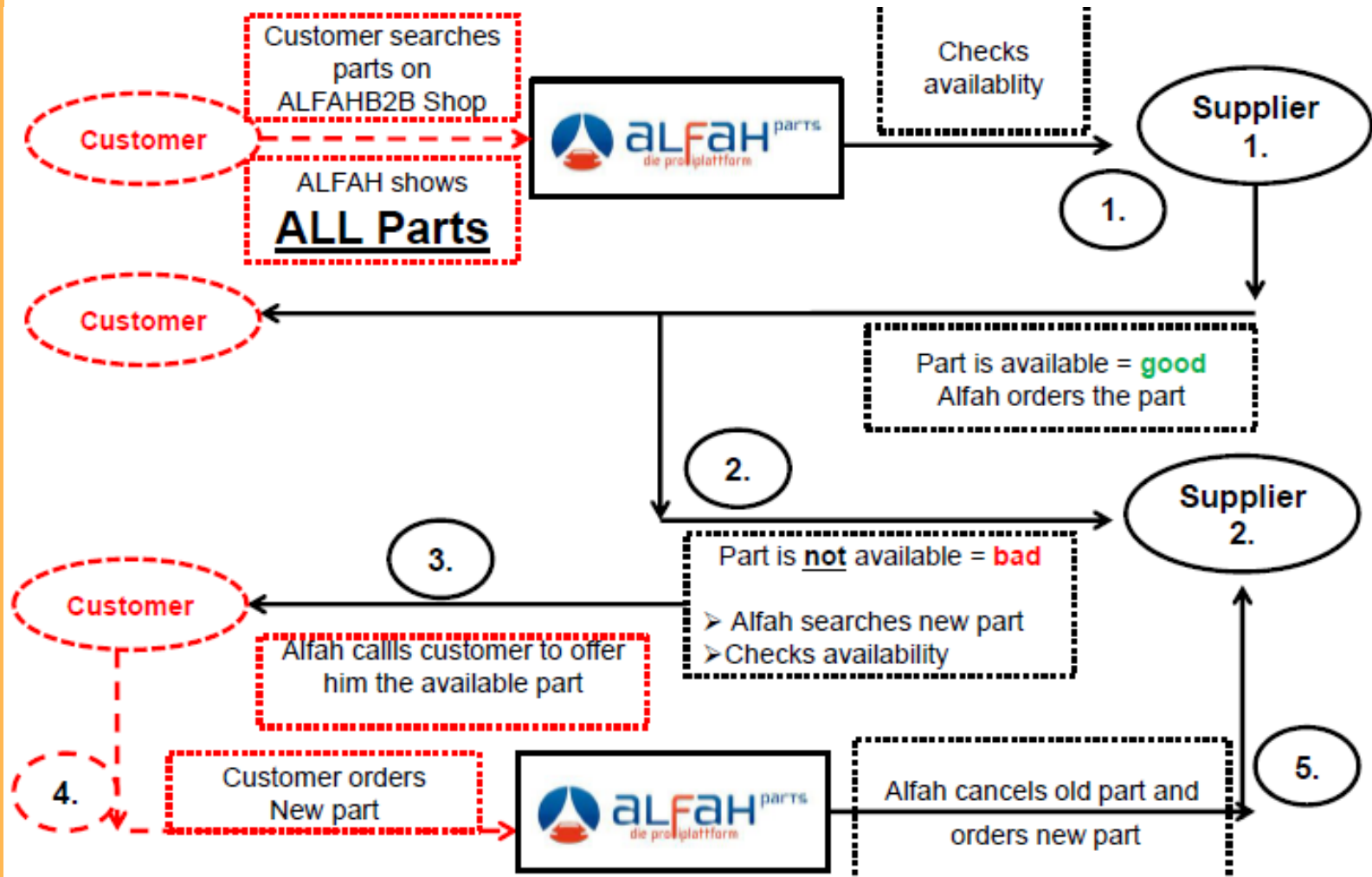
**Help me but don't bother me!**

### 2. Wholesalers and Manufacturers

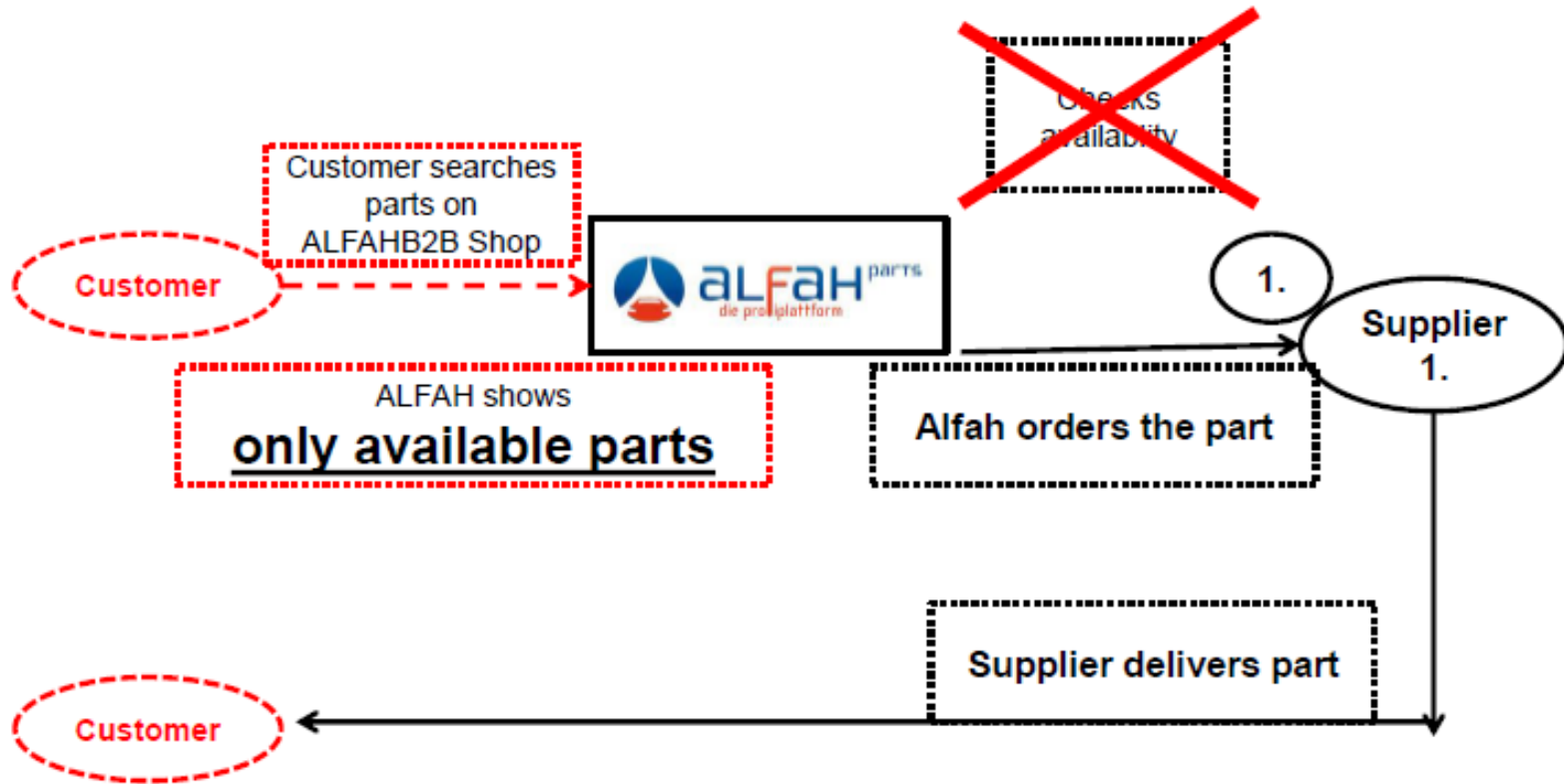
- Bring me closer to the customers
- Minimize effort and administration (ordering and clearing)

**Bring me in and get me out!**

# Alfah: Sourcing Process before auto-gration



# Alfah: Sourcing Process after auto-gration



## Implementation

- low effort for software integration (due to prior experience with software)
- low integration requirements
- high reliability and quality in production environment

## Results in sourcing process

- dramatic reduction of work load in sourcing process
- approximately 70 to 80 % savings in costs
- higher satisfaction for customers, suppliers and employees
- much higher reliability of the whole process

## Further Plans

- full automation of ordering process



Thank you for your attention