



ahead with  
smart logistics

## CUSTOMER SUCCESS: RESPONSIVE WORLDWIDE DISTRIBUTION

With Redwood, CB can efficiently process orders and maintain the highest-level of customer service across the globe.

### KEY POINTS

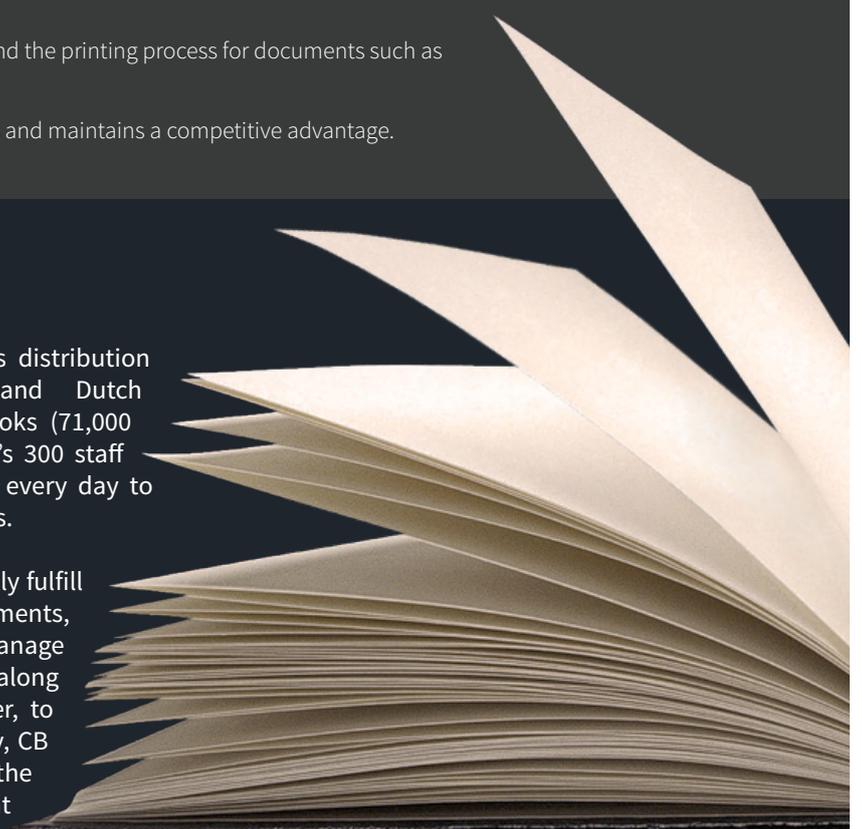
- ▲ To keep service levels high amid growing complexity, CB needed to automate the complex interactions of the home-grown order and logistical management systems.
- ▲ With Redwood's RunMyJobs® automation CB runs a separate logistical application for each warehouse, making management much easier for the company.
- ▲ RunMyJobs now automates the inventory picking, and the printing process for documents such as labels and invoices.
- ▲ CB now ensures guaranteed delivery within 48 hours and maintains a competitive advantage.

### A SERVICE LEVEL CHALLENGE



CB (Central Book House) coordinates distribution between worldwide publishers and Dutch bookstores. With over 34 million books (71,000 current titles) in stock, the company's 300 staff packs and distributes more than 200,000 books every day to approximately 1,600 bookshops in the Netherlands.

Automated processes allow the company to quickly fulfill client orders. To support its processing requirements, CB developed many custom applications to manage the movement of stock within its warehouses, along with invoicing and accounting systems. However, to keep service levels high amid growing complexity, CB needed to automate the complex interactions of the home-grown order and logistical management systems among each of its 10 warehouses.



## A SIMPLE SOLUTION



With Redwood's RunMyJobs, CB runs a separate logistical application for each warehouse, making management much easier. RunMyJobs now automates the inventory picking and the printing process for documents such as labels and invoices.

Toon Koppelaars, IT Manager at CB explains: "In addition to our own homegrown applications, we also run Oracle Financials. You could say that we have crafted our very own ERP application into which Redwood Software plays an enormous role."

Every bookstore that CB supplies also runs a PC-based customer application called CB-Link, from which they place their daily orders. The application includes extensive

catalogue information on books that can be ordered. Every day, between 5 and 7 PM, order information is transferred back from the bookstores to the order management system.

Redwood makes this process as smooth as possible. Koppelaars explains: "RunMyJobs plays a business-critical role in our entire order processing system. The orders collected from the stores at the end of each day are processed at night in readiness for packing and shipping the following day. As well as making sure that all the orders have been received, RunMyJobs manages all of the updates and reporting tasks required. If an important job fails, RunMyJobs is able to automatically recover and begin processing from where the failure occurred."



With the rigid timeframes involved in completing all the order processing, Redwood plays a crucial role in how we distribute more than 200,000 books a day. Without Redwood we wouldn't be able to operate our warehouse in the efficient way we currently do.

—Toon Koppelaars, IT Manager at CB

## SERVICE SUCCESS



"RunMyJobs is the most business-critical component in ensuring that orders are met and delivered to our customers within the time promised," says Koppelaars. "Without RunMyJobs, our customers would not receive their books on time and we could lose out to competition should our level of service drop."

With RunMyJobs, CB improved and coordinated warehouse

management. The company now responds immediately to changes, and provides rapid email notifications to stakeholders. The solution supports 37 languages, including Dutch.

Since implementation of RunMyJobs, CB has continued to grow and effectively manage its high quality service levels. A few years back, CB expanded its offering to focus on three market areas: Media, Healthcare and Fashion.

