



ADM Londis profile

Founded in 1954, ADM Londis plc, is one of Ireland's premier symbol groups. Servicing independently owned stores nationwide, the Group employs over 8,000 people in retail, distribution and support services. An unlisted plc since 2004, ADM Londis is the only Irish symbol group where retailers can own the company through share holdings and realise the value in their shares at market price.



EXECUTIVE SUMMARY

ADM Londis

- Founded 1954
- Ireland's only unlisted symbol plc
- Over 8000 employees

Business situation

- Need to improve supply chain efficiencies for planned growth and expansion

Technical situation

- Silo based in-house EDI setup
- Required greater visibility and control of the performance of their value chain partners

Solution

- Move to a cloud-based solution via the Celtrino platform

Benefits

- Reduced costs
- Outsourced with low total cost of ownership
- Future proof with no capital spend
- Scalability on demand

In addition to its strategic alliance with wholesaler Nisa Today's which brings one of the most credible Private Label offerings to ADM Londis' customers, ADM Londis itself has a successful track record of innovation in the Irish retail market through its own brands such as The Juiceberry Co, Plantation Coffee Co and Londis Fresh.

Business situation

Since 2004 when ADM Londis changed its corporate structure from a cooperative to an unlisted plc, major infrastructural changes have been implemented to position the company for the expected increases in trading volumes. The management team made significant investments in its CRM and warehousing systems and this was a clear indication of the company's determination to operate a supply chain that was best in class and designed to return operational and cost savings to its shareholders.

The management team also reviewed the on-premise accounts payable automation system and the EDI infrastructure underpinning it; then decided to look to the market for a more future-proofed solution that would enable and facilitate the company's growth.

The team at ADM Londis identified a core set of requirements that were a prerequisite for the new solution:

1. It must complement and contribute to the company's growth and expansion plans
2. Be cost effective to set up and maintain
3. Deliver current functionality as a minimum
4. Provide scalability on demand
5. Offer a wider range of services
6. Deliver cost savings across the entire supply chain

Technical situation

ADM Londis was quickly moving away from silo based solutions to systems that could integrate and communicate with each other so that it could achieve greater visibility and control of the performance of their value chain partners. The ADM Londis team required a 360° view of all points in their extended supply chain so that effective checks and control could be put in place regardless of the time. With a clear understanding that the technical set-up as it was a barrier to future growth, the next step was selecting a solution that best matched ADM Londis's strategic and long term requirements.

Solution

The team were very aware of Celtrino's success in exploiting 'Cloud Computing' technologies to deliver cost savings across a number of supply chain processes. So when they decided to explore the cloud as an option, Celtrino was able to demonstrate a working and proven solution that would meet the current and future needs of ADM Londis.

The on-premise system captured 550,000 invoices per annum using EDI, e-Invoicing and other technologies; then fed them into its work-flow, rejecting those that failed while accepting those that are valid. The new solution increased the throughput to 95% or over 704,000 invoices.

"We decided to move to the Celtrino Platform in the cloud for a number of reasons," said Claude Tonna-Barthet, Head of Supply Chain & IT, ADM Londis:

1. "The Celtrino accounts payable work-flow applies a more extensive set of checks and controls than those applied by the on-premise system"
2. "We can tap into the many other services delivered from this cloud, such as 'Ledger Alignment' and 'Price and Product' alignment at a fraction of the cost of an on-premise system"
3. "We no longer have to bear the costs of maintaining and upgrading an on-premise system"

Benefits

By upgrading to Celtrino's cloud based platform, ADM Londis has recognised 5 key benefits:

1. **Reduced costs.** ADM Londis has realised significant cost savings by redeploying staff to more productive tasks and by removing all the costs associated with the on-premise set up
2. **Outsource noncore activity.** ADM Londis could concentrate on its core activities safe in the knowledge that Celtrino maintains the service with the latest technology and security
3. **Future-proof.** Immediate access to an extended suite of services that can grow with the business, without the need for ongoing capital investment in IT infrastructure
4. **Scalability on demand.** As the business grows, ADM Londis simply requests extra capacity
5. **Disaster recovery.** With unplanned and unforeseen disruptive events (be they natural or the result of human error), the distributed and highly secure back-up of Celtrino's AP service guarantees continuity of service to ADM Londis



Celtrino

Celtrino specialises in business process and supply chain document automation solutions. With over 20 years of successful trading under our belt, Celtrino has consistently delivered outstanding business value to a customer base of over 600 companies of all sizes, from sole traders to multinationals.

As a pioneer in the provision of outsourced managed EDI services, Celtrino has long championed and delivered innovative reliable and feature rich on-demand supply chain solutions via the cloud.

Celtrino Platform

The Celtrino supply chain automation platform is purposely designed to scale to meet the huge volumes of inter-company B2B commercial transactions whilst providing the highest level of performance, reliability and business continuity through a fully redundant and secure architecture. The Celtrino B2B platform enables a suite of touchless services to be delivered via Software-as-a-Service (SaaS) which offer a dramatically faster implementation process.