

PT L'Oréal Indonesia Follows L'Oréal Philippines Way of Capturing Data in Consignment Ordering Process with ABBYY FormReader™

ABBYY's Form Processing Solution Eliminates Manual Encoding of Sales and Inventories and Cuts Stock Replenishment Time by 65 Percent.

"Consignment Ordering System (COS) using ABBYY FormReader 6.5 has been successfully implemented as the front-end tool to capture data. As a result, we have a more efficient and effective way to perform better stock replenishment and the data processing time has been significantly reduced."

Martliany Esra
MIS Department Manager
PT L'OREAL Indonesia

Background

PT L'Oréal Indonesia carries 3 brands of consumer products with 2,500 SKUs (stock keeping units) sold on a consignment basis at 48 retail counters nationwide. Distribution of products across all 48 counters is done under the supervision of PT L'Oréal Indonesia's brand manager. Timely tracking of sales and inventories at each counter is crucial for getting a better stock replenishment and proper product mix. At the end, the company's ultimate goal is to make sure that counters have the right product at the right time for the consumers.

To ensure prompt and reliable document handling, resource-consuming manual data entry had to be replaced by automation. In search for the solution, L'Oréal Indonesia learned from their counterpart, L'Oréal Philippines, of their very successful implementation of ABBYY FormReader data capture product. With its use, manual encoding of sales and inventories at L'Oréal Philippines were eliminated and the processing time needed to replenish the stock was significantly reduced. L'Oréal Philippines is also able to capture sales information at the right time. It carries 3 brands of consumer products with 775 SKUs sold on a consignment basis at 98 counters nationwide.



L'ORÉAL

About L'Oréal

"The world leader in cosmetics"

Founded nearly a century ago by chemist Eugene Schueller, L'Oréal has consistently applied its policy of investing in research, ensuring that its products meet the highest possible standards of quality, safety and innovation. Today, L'Oréal's brands contribute to both women and men's universal need for beauty, providing everyday solutions that enhance their sense of well-being. The world's number one cosmetics company with a presence in 150 countries and a workforce of almost 50,000 worldwide, L'Oréal Group is one of the most successful businesses ever, with twenty one years of double-digit growth.

L'Oréal Indonesia and L'Oréal Philippines

Supported by a workforce of over 600 in Indonesia and over 100 in Philippines staff, L'Oréal Group's luxury, consumer and professional products are now present at all major department stores, supermarkets, hypermarkets, salons and pharmacies in all the greater regions throughout Indonesia. L'Oréal brands in Indonesia comprise of L'Oréal Professionel, Kerastase Paris, Matrix, L'Oréal Paris, Maybelline, Garnier, Lancome, Biotherm, Shu Uemura as well as Ralph Lauren, Giorgio Armani and Cacharel perfumes. For more information, please visit www.loreal.com

"We started using ABBYY FormReader 6.0 in 2004 as the front end tool to capture data for the Consignment Ordering System. It provided an effective way to process inventory and sales information. This significantly cut down the man-hours and facilitated the recording of transactions."

Gloriden Nicolas
Customer Service Representative
L'OREAL Philippines, Inc.

Because of such recommendations, L'Oréal Indonesia wished to see this superb solution and assign ASGI, a consulting company, developing COS, and ABBYY's partner based in Makati, Philippines to provide the overall solution.

Solution

ASGI had developed the special Consignment Ordering System for L'Oréal Indonesia. The use of ABBYY FormReader was proposed as part of a complete solution to the consignment sales and ordering process.

Results

With the use of ABBYY FormReader 6.5, manual encoding of sales and inventories were eliminated, and the processing time needed to replenish the stock was significantly reduced to 65%, and counters are restocked on a weekly basis. FormReader, based on ABBYY's state-of-the-art data capture technology, has been widely used in retail and many other industries. With FormReader's high effectiveness, excellent quality of data capture and user-friendly interface, L'Oréal Indonesia is able to streamline document processing and accommodate additional volumes of transactions without increasing numbers of staff.



About Asia Systems Group, Inc. (ASGI)

Founded in 1995, ASGI has committed to lead the experts in designing and developing customized systems best needed by the industries. ASGI is a Microsoft Certified Partner - ISV/Software Solutions and have been using Microsoft tools and technology together with ABBYY products to provide solutions to the industries. For more information, please visit www.myasgi.com