

SFD

Mobile innovation Successive sorting

SFD (Société Financière de Distribution) is the leading distribution network and partner of French mobile telephone operator SFR. It has 270 sales outlets in France distributing around 1.5 million mobile telephones per year, with SIM cards and accessories. With 15 to 20 new shops opening each year and high presence in shopping centres and professional networks, the company has to meet the needs of its sales outlets by delivering, on time and without error, 100% of ordered products, if possible before midday.

Thus released from carrying out checks and confident in the permanent availability of the entire range, the SFD sales team can dedicate itself entirely to customer satisfaction.

To manage these requirements, the Norbert Dentressangle Group has set up an innovative process for SFD: successive sorting.



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he mobile telephone market is a competitive one, with more and more operators and distributors. It is also tied in with fashion trends and subject to seasonal peaks, particularly at the end of the year. The availability of products and accessories in the network's sales

points is vital for the sector's performance.



This is why SFD's logistics partner has developed an innovative process: successive sorting, with easy-to-use and ergonomic sorting equipment. The objective is three-fold: improve reliability of preparation quality, improve service quality and reduce the logistics budget. And the result is a huge success: "Three sorting machines were installed in April 2006. Now the system is 100% reliable", explains Dominique Rémond, Chairman of SFD. "Our logistics costs have been reduced by 25%, and 97% of deliveries arrive before midday."

More and more innovations

Successive sorting involves two phases: "global picking" by a preparer from stock of products ordered by 23 stores. Then the trays are grouped in the zone with the sorting equipment. With 24 pigeon holes, these automated machines sort the products using an innovative process. Each pigeon hole, which is piloted and monitored on a

computer, is allocated to a shop. The preparer puts the products in this pigeon hole; if the scanned product is put in the wrong pigeon hole, the preparer is warned of the mistake. "This system is wholly adapted to our activity", comments Dominique Rémond, "and corresponds perfectly to the volume we manage." Special attention was paid to the design of these Plexiglas machines, and each sorting station combines ergonomics with aesthetics. An innovative and reliable delivery method for a cutting-edge mobile product.

Father Christmas wears a red polo shirt

The end of the year is a strategic time for the mobile telephone sector: mobiles, accessories, hands-free kits and covers are highly sought-after Christmas gifts. The volumes handled double. SFD therefore needs reliable logistics support to take care of this seasonal peak.

The successive sorting system implemented by the Norbert Dentressangle Group proves its efficiency at moments like this. It saves time and makes order management more flexible, as preparers only have to perform a simple check thanks to the sorting equipment.

And it improves reliability too, as these semi-automated orders minimise the number of errors. Simplified orders, shops delivered before midday, productivity gains: who said Father Christmas doesn't exist?



1

Global picking

A preparer picks the items for the 23 shops, without sorting. This generalised picking provides for time savings. Then, all products are taken to a sorting zone.



2

Scanning

Each item is scanned and the computer system allocates the product to a pigeon hole, which is itself allocated to a shop. The sorting equipment appears on a screen and a light comes on above the pigeon hole in question. Each product has a unique identification code, providing for traceability through to the sales point.



3

Depositing

Scanned articles deposited in the end customer's pigeon hole are controlled by infrared. If a product is in the wrong hole, the preparer is warned by a light and sound signal. He can then pick it up again, scan it again and put it in the right hole.



4

Dispatching

The content of each pigeon hole is put into a box, with label. The box is pushed to the back of the pigeon hole, from where dispatch staff take it for processing. After reading the box's barcode, dispatch labels are printed and the pallet is taken by the carrier. Pallets are delivered before midday.