



Morrisons  
Case Study

better people : better business

... at **Morrisons**

 **CRIMSONWING**

better people : better business

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### **The Project**

Crimsonwing have worked with Morrisons for a number of years, having previously worked with Safeway. Crimsonwing is involved in the development and support of a number of systems within Morrisons' different business areas, using a range of legacy systems and leading-edge technologies. One significant project that Crimsonwing has been involved in at Morrisons is the online collaborative information exchange application, known as Morrisons Supplier Database (MSD).

### **Client Information**

Founded in 1899 by William Morrison, the Morrisons company has gone from strength to strength becoming the UK's fourth largest and most rapidly growing supermarket chain. With over 134,000 staff employed in their stores, factories and regional distribution centres and a turnover in excess of £15bn, today's Morrisons is a far cry from the original egg and butter stall of Bradford market.

### **Background & Requirements**

The concept of an information exchange is well accepted within the UK supermarket sector – it allows retailers to share applications and information with their suppliers, enabling the latter to improve their service to the retailer.

Since the take-over of the Safeway chain, Morrisons has - for most of their suppliers - represented a significantly greater proportion of each supplier's total business than before. The introduction of the MSD has helped to reduce the uncertainty for Morrisons' suppliers, enabling them to provide better service levels and respond to problems that might occur within the supply chain.

MSD is a collaborative supply chain solution that enables retailers and their suppliers to exchange information regarding the supply chain. The insight this provides about the operation of the supply chain beyond their own organizational boundaries enables them to improve their planning and respond more

effectively to problems and consumer demands. Effective collaboration generates an increase in sales through improved service levels, a reduction of inventories and also a reduction in operational costs.

### **The Solution**

Since its launch in June 2006, the MSD has been extremely successful. Strategically, the benefits are that both parties work off the same base of information, enabling constructive collaboration. It also provides a basis for changes to the supply chain processes to improve efficiency and service, as well as providing a base for the potential transfer of process responsibility between parties. Martyn Jones - Senior Trading Director Morrisons commented: "MSD has delivered benefits to the Trading and Supply Chain teams. We will look to build on this and develop both its use with our supplier base and its functionality over the coming year. This development will include the provision of information via MSD and the use of MSD as a communication platform."

John Lomas, Morrisons Supplier Information Manager commented: "The development of MSD took place during an extremely busy time for the Morrisons Business as it converted the Safeway store estate and consolidated the Distribution and Head Office functions. Much of the success of the project was due to the hard work and support given to the Morrisons Team by the Crimsonwing Project Manager in the UK and the Support Team in Malta."

MSD continues to be a major initiative within Morrisons and has represented a significant commitment in resource through development, implementation and ongoing infrastructure costs. MSD is delivering benefits to both Morrisons and its suppliers through greater collaborative contact and planning.

 **MORRISONS**

Crimsonwing, a leading international provider of eBusiness and commercial systems solutions, has a strong track record of managing complex, multi-million pound IT projects by developing and implementing leading-edge technology. Since its foundation in 1996, Crimsonwing has set standards for IT development and innovation. The company enjoys a good reputation and a loyal customer base evidenced by repeat business and increasing customer satisfaction.



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Development of the application was handled by Crimsonwing. A Project Manager was based on-site at Morrisons' head office in Bradford, coordinating all parties involved which included Morrisons' IT and Trading departments, BT as the Hosting Providers and IBM. Joe V Scerri, Crimsonwing's Project Manager for MSD commented: "This was a very challenging project and one which has been delivered through a strong cross functional project team working together, often beyond the call of duty. It is thus very rewarding to note how stable the application has been since it went live, and moreover that it is delivering the expected results to the business."

#### **Business Benefits**

MSD has been rolled out to more than 400 suppliers. The response has been both encouraging and positive. Numerous suppliers have praised the system for its ease of use and acknowledged that the sharing of data has improving the working relationship between them and their trading team. Indeed, many claim that the application has improved the overall relationship between Morrisons and their suppliers thereby allowing for better supply chain planning.

Stewart Runeckles for NAM Premier Foods said: "In the short period of time that we have been using the MSD system, we have found it to be invaluable in the way we can now monitor sales and stock levels of our product range. From the sales side we can now track daily promotional performance and from the stock details we can use this to further improve our forecast

accuracy and in turn assist our manufacturing sites to produce the right products at the right time. This has been a huge step forward in the way that we work with Morrisons and there are undoubtedly more benefits to come from using the system."

#### **About Crimsonwing**

Crimsonwing is an international IT solutions provider developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for eCommerce, ERP and Custom Development and is a growing, profitable and publicly listed company, employing 230 people. Offices are based in the UK, Holland and Malta.

#### **About Morrisons**

Morrisons is the UK's fourth largest food retailer by sales with an annual turnover in excess of £15bn. Every week, ten million customers shop at the 425 Morrisons stores, served by over 134,000 hardworking employees delivering great service. The business is mainly concerned with food and groceries and continuously aims to be the "food specialist for everyone". Uniquely, Morrisons sources most of their food from their own manufacturing facilities, giving the business close control over operations. With more people in-store preparing food and more specialist butchers, fishmongers and bakers than any of their competitors, Morrisons offers fresh food at good prices.



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