

Press Release

Tudor Rose International increases productivity with AEB's integrated SCM platform ASSIST4

- Streamlining logistics operations to support business and ambitious growth plans



Leamington Spa, 26th January 2015 – Tudor Rose International, Europe's leading export market management company, specialises in building brands around the world. The innovative company mastered an ambitious IT modernisation project and now relies on AEB's supply chain management platform ASSIST4 to manage its end-to-end logistics, from order confirmation to final delivery. The full case study is available free of charge on www.aeb.com/uk/media/success-stories/index.php.

After 15 years, Tudor Rose's custom developed in-house solution for the commercial and the logistics side of its business was struggling to support growing business volumes efficiently. It was time for IT improvements. The decision to upgrade the system landscape kicked off a major project, involving all business areas, from sales and procurement to operations and fulfilment. For both logistics execution and control, Tudor Rose International selected AEB (International) Ltd to implement a comprehensive supply chain platform, including the solutions ASSIST4 Warehouse Management, ASSIST4 Time Slot Management, ASSIST4 Transport & Freight Management, and ASSIST4 Customs Management.

The four AEB solutions were implemented in three phases. The first solution to go live was ASSIST4 Time Slot Management, which now supports smooth loading dock management at Tudor Rose International's facilities in Stroud. The solution provides full transparency of all loading docks in operation, scheduled pick-ups and drop-offs as well as booked and available time slots, and offers convenient system access for both Tudor Rose International and its transport partners to enable requests and bookings from both sides.

In the second phase, export and shipping processes were standardised and automated by implementing ASSIST4 Customs Management and ASSIST4 Transport & Freight Management. Closely integrated with the ERP system, the AEB solutions now automatically take over data from SAP to process orders and create delivery notes, arrange shipment consolidations and manage packing station processes. As part of this comprehensive process, export documents are created in line with applicable declaration requirements, and submitted electronically to the authorities.

The third phase focused on the heart of Tudor Rose International's operation: the warehouse. The implementation of AEB's Warehouse Management System has significantly increased goods-in, goods-out and intralogistics efficiencies - including optimised batch auditability, which provides end-to-end



tracking of orders and visibility of products held in stock. The elimination of paper-based and time-consuming processes has also improved the overall productivity and warehouse throughput-capacity.

Chris Couzins-Short, Managing Director of Tudor Rose International, is pleased with the results: “We derive significant benefits from AEB’s comprehensive solution portfolio. It enables the integration of TMS, Customs, WMS and Load Control to drive smooth and accelerated end-to-end operations. The modular ASSIST4 system structure is highly convenient, too, as it allows for adding functionality as requirements change, or the business grows. We’re confident to have selected the right solution to support our business now, and in the future – especially in light of our ambitious growth plans.”

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Contacts

For further information, photos or interview requests, please contact Andrea Krug, Krug Communications Ltd, tel. +44 (0)7740 245 867, email: andrea@krugcomms.com. To find out more about AEB’s software solutions please visit www.aeb-international.co.uk.

Notes to Editors

About AEB GmbH (www.aeb-international.co.uk)

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 5,000 customers worldwide and is headquartered in Stuttgart, Germany, supported by offices in the UK, Switzerland, Singapore and the US. AEB’s core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks, even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.

About Tudor Rose International (<http://www.tudor-rose.com>)

Tudor Rose International is an Export Market Management company specialising in building brands around the world. The company works closely with British Brand Owners and has a unique capability to successfully place all types of FMCG products in global markets. Tudor Rose International was founded in 1985 with its head office and warehousing facility in Stroud, Gloucestershire, United Kingdom. Over the years, the company has progressively redefined its strategies to develop a global network of trading partnerships, achieving successful results in some of the world’s most challenging export regions including Africa, the Middle East, China, Turkey and Russia. Today Tudor Rose International employs over 50 highly skilled export specialists and offers comprehensive supply chain management services, contract packing and cost-effective logistics.