

 **Reply**
@logistics

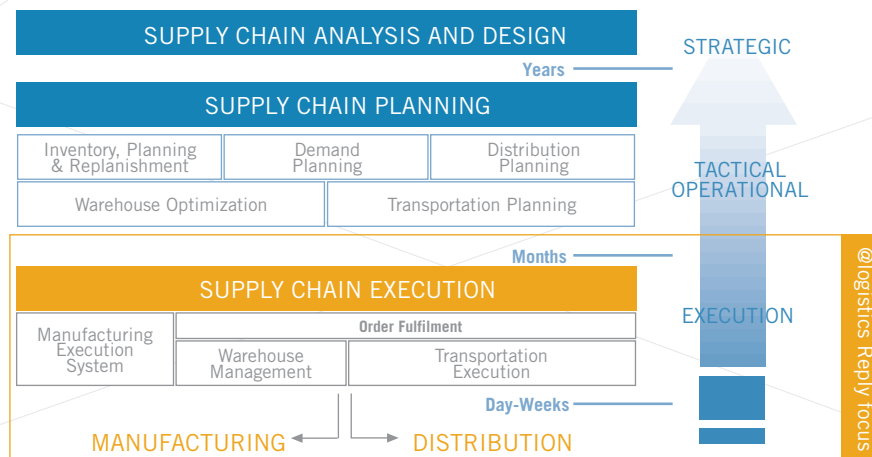
@LOGISTICS REPLY

The new frontier in logistics is the integration of end-to-end solutions and the reduction of barriers between suppliers, businesses and end customers, by developing current models into effective collaborative networks where efficient planning and the implementation of execution components are increasingly important.

@logistics Reply is the Reply group company leader in the development of applications for the Supply Chain, that offers a comprehensive range of cutting-edge services and technological solutions aimed at maximising the efficiency of complex logistics networks, lowering costs, improving the level of service offered to customers and creating competitive advantage.

MISSION

@logistics Reply offers to customers a complete range of advanced services and solutions in the sphere of Supply Chain Execution. These range from the design and modelling of logistic procedures to the planning of turnkey application solutions and the introduction of new technologies as RFID and Voice Recognition.



THE OFFER

@logistics Reply's offer for Supply Chain Execution is developed around four main business lines:

- ▲ **Design and implementation of integrated solutions based on the proprietary suite Click Reply™ and SideUp Reply™**
- ▲ **Logistic consultancy and proof of concept, about processes, resources and available technologies (RFID, Voice and Mobile)**
- ▲ **Design of Back End, Networking and Front End Infrastructures**
- ▲ **Facility and Application Management for the implemented solutions, regulated by Service Level Agreements and KPI**

APPLICATION DESIGN & DELIVERY

- User Requirements Definitions
- Interface Requirements Definitions
- Architectural Design
- Web Integration
- Business Simulation & System Roll Out

INFRASTRUCTURE DESIGN

- System Capacity Planning
- Network Design & Planning
- Network Provider Qualification & Coordination
- HW Vendor Qualification & Coordination
- Security & Safety

APPLICATION MANAGEMENT

- 1st level Helpdesk (24/7)
- 2nd level Helpdesk
- IT Technical Support
- Pro-active Performance Analysis

FACILITY MANAGEMENT

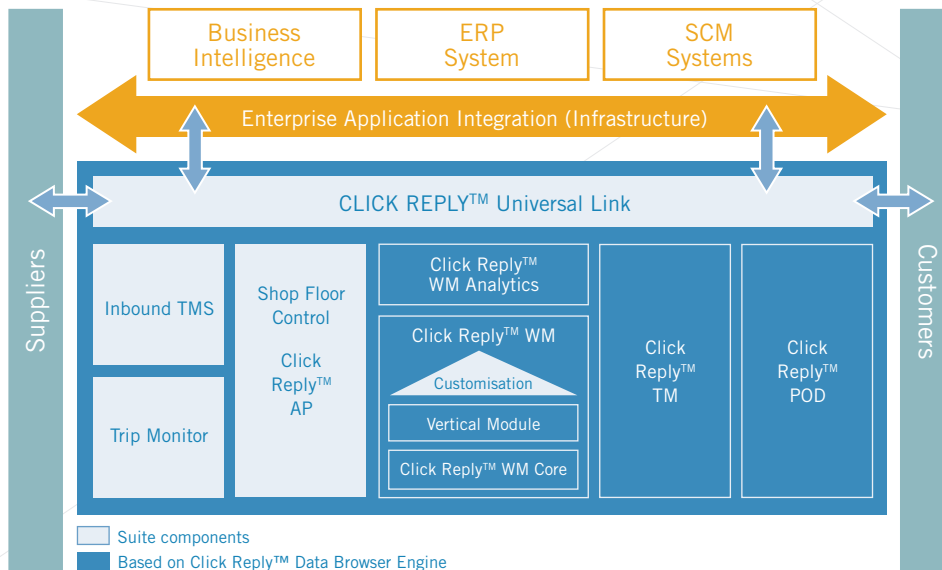
- Physical Infrastructure Management
- Network Management
- Communication Management
- System Management
- Peripheral Management
- Risk & Contingency Plan Management

@logistics Reply bases its integrated solutions for executive logistics on its proprietary Click Reply™ and SideUp Reply™ suite, capable of entirely supporting warehouse processes.

CLICK REPLY™



Click Reply™ is Reply's proprietary solution, capable of supporting an entire process operation in a modern Supply Chain, integrating inventories, warehousing, transportation and shop floor management.



More than 300 businesses and over 12000 users, integrating solutions based on the Click Reply™ Suite into their value chain logistics, have implemented Supply Chain Management models that are optimised for:

- ▲ **Distributing products and services in an integrated and correctly monitored way**
- ▲ **Increasing the level of service allowing for logistic costs**
- ▲ **Supporting the flexibility required by markets, particularly the large scale retail trade**
- ▲ **Increasing the percentage of on-time deliveries**
- ▲ **Reducing the lead time of order fulfilment**
- ▲ **Improving stock rotation, therefore saving on stock supply activities**
- ▲ **Integrating the information systems of trading partners to match the integration of business processes**

CLICK REPLY™ // MODULES

THE OFFER

CLICK REPLY™

Click Reply™ WM (Warehouse Management)

Click Reply™ WM is geared towards the control of warehousing operations and supports complex logistic situations thanks to its multi-site and multi-drop management: every Client is associated with different maps, warehousing, picking and internal movement logics. This module allows optimised planning of shipping activities, accurate inventory management and an effective execution of warehouse operations: material handling management with hard copy or WiFi terminals, space optimisation, continuous monitoring of activities and resources. Logistic processes run on automatic identification systems, based on barcodes or RFID.

Click Reply™ TM (Transportation Management)

Click Reply™ TM is aimed at companies that manage a fleet of vehicles or who delegate forwarding to one or more external operators but maintain the management of planning and control functions within the company. Its purpose is transportation costs reduction. This module calculates the delivery programme, using a sophisticated optimization procedure, hence optimising the customer service level, minimising the overall shipping costs in keeping with the constraints managed by the shipping database.

Click Reply™ POD (Proof of Delivery)

POD controls the distribution process by certifying deliveries and analysing packages already at platforms or on the way to them. The system tracks delivery events by means of Check In, Check Out and Proof of Delivery phase; proof of delivery is managed in real-time using sensors at the delivery point's batch identification data terminals. This module is integrated with the Warehouse Management module, allowing management of all the Cross Docking activities.

Click Reply™ Shop Floor Control

Click Reply™ Shop Floor is a useful production management tool created with Click Reply Data Browser Engine which can be integrated with existing company information systems. The module allows sequencing of orders released by Factory Planning, optimising working centre phases with dispatching to physical machines and registration of production progress.

Click Reply™ WM Analytics

Correctly and efficiently manage the warehouse means: maximising the quality of the service offered to clients and minimising the costs for the company. The new WM Analytics module supports warehouse managers in the analysis of the relevant activities, in order to evaluate the quality, the efficiency and the effectiveness of warehouse organization and management.

SIDEUP REPLY™



SideUp Reply™ is a new warehouse management system (WMS) on demand which resides on the web and is immediately available with no initial investment costs.

The solution is accessed directly via the Internet and just requires payment of a monthly fee based on actual use: cost can vary month by month based on the number of users, activated functions and the level of assistance requested.

SideUp Reply™ is addressed to companies whose demands are no longer met by traditional WMS solutions: it has been designed to guarantee efficient warehouse management in environments characterised by a limited budget for investments in hardware and software, businesses or operational headquarters with limited IT support, small or short-term logistics contracts, logistics activities with high uncertainty, need for very fast start-ups.

The advantages of the SideUp Reply™ solution:

- ▲ **Rapid start-up: the solution is already available online**
- ▲ **No investment in software licenses and engineering services**
- ▲ **No costs for server purchase and IT maintenance**
- ▲ **Monthly fee based on actual usage**
- ▲ **Painless upgrades: you always have the latest version**

SideUp Reply™ can be tested for free for a set period of time with no commitment to buy. Contact us to have more information about the free trial!

REPLY

@logistics Reply is part of Reply [REY.MI], a leading Consultancy, Systems Integration, Application Management and Business Process Outsourcing company, specialized in the creation and implementation of solutions based on new communication networks and digital media.

Operating through a network of highly focused companies, Reply provides the leading European Groups in the Telco & Media, Manufacturing and Services, Banking and Insurance Industries as well as the Public Sector with an effective support aimed at defining and developing business models enabled by the Web 2.0 and by the convergence paradigms.

Reply services include:

- ▲ **Consultancy**
- ▲ **System integration**
- ▲ **Application management**
- ▲ **Business process outsourcing**

For further information: www.reply.eu

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