

Brandix Group takes Fast React (FR) Planning to a 'New Level' to Support Strategic Initiatives.

Brandix is Sri Lanka's single largest apparel exporter with a vision to be "THE inspired solution for branded clothing".

The Customer

With strong competencies in product development and marketing, the Group also has an excellent track record of market leading initiatives ranging from environmentally friendly 'Green' factories to its overall 'World Class' Supply Chain and Manufacturing capabilities, focusing on speed, flexibility, cost efficiency and innovation.

The Challenge

The role of a Supply Chain partner in the fashion industry has evolved from that of executing a well-defined order to being an integrated partner to a brand. Whilst the traditional focus of manufacturers was on production efficiency alone, the demands of the current role necessitate reliable information across the supply chain and how it relates to the core function of Supply Chain.

Why FastReact?

Historically, Brandix had used Fast React as a tool for planning production capacity only. With ambitious growth being pursued in terms of Customers, Markets, Products, Brandix has also invested in an ERP system (Lawson M3) to ensure availability of reliable and timely information. To support this system from a planning perspective, Brandix looked for a solution that had the following features;

- Agility in being able to effect constant business changes efficiently and derive the resultant impacts thereof.
- Being able to plan multiple scenarios so as to decide on the best option.
- Integration of all components of the supply chain in creating the most efficient and realistic plan.
- Ease of integration with the ERP.
- Manage a time and action calendar that lends itself to proactive execution of the plan.

Udena Wickremasooriya, Director commented: "Fast React has these capabilities and the team behind it has given us the confidence that it can move in line with our evolving requirements."

Return on Investment

"Our businesses have witnessed significant growth, and the investment on Fast React has enabled us to establish and maintain a vibrant planning function without having to increase our headcount in planning. The significant shift that we have been able to make from manually prepared sources of information to extracts from our systems has helped us make better informed business decisions." continued Mr. Wickremasooriya.



Key facts at a glance

Customer:
Brandix Group

Location:
Sri Lanka, India and Bangladesh

Challenge:
Increased order fragmentation and planning complexity to support business growth and customer service goals

ROI:
Better informed, faster and more proactive decision making, plus significant growth without increase in planning headcount



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A View from the Top

Ashroff Omar CEO of the Brandix Group explained: "As Customers play closer to the market and order books become more fragmented, complexity in the planning function has risen. Fast React has facilitated our dealing with this complexity by being a tool that is able to cope with our challenging requirements. Its ease of use has been positive, resulting in it being used by planners and senior managers alike."

"Our focus is on strengthening the integration between FR and Lawson M3 to access intelligent information with minimal manual intervention and make better informed and more proactive decisions."

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Ashroff Omar - CEO



What our customers say...

Leverstyle Hong Kong

"The Fast React implementation went smoothly. The professional staff were able to provide excellent guidance and the ideal combination of training in Chinese and international expertise on project management and best practice in planning. With Fast React, we can plan around problems and give the most effective schedule with just a few drags and drops. Fast React has given us full integration with our ERP system to coordinate the plan with the material status. This helps us to identify the potential problems and react quickly."

Alex Lui
Project Manager

Crystal Martin Sri Lanka

"Fast React has given us full integration of our planning and pre-production activities as well as much improved visibility on WIP and potential delivery issues... A 3.5% improvement on factory efficiencies due to improved planning and the ability to react quickly and earlier to supply issues, thus avoiding unnecessary line idling... & a further 3% improvement in factory efficiencies. The proactive warnings that Fast React provides in advance of a problem have been key to managing this process more effectively."

Carl Morley
Supply Chain Director

MAS Active Sri Lanka

"Fast React was the only tool on the market, which we found capable of meeting all our requirements; and the implementation timescale is impressive. This allows us to be operational with Fast React extremely quickly, delivering immediate benefits to the business."

Mr. Prasanna Jayasekera
Director Planning & Strategy