

SAP Business One® Helps eCommerce Grocer Fields China Deliver Fresh Goods

Fields China Implements a Real-time, Transparent Integrated Management Platform.

Fields China was established in 2009, and is affiliated with Shanghai Putian Trading Co., Ltd., an e-commerce company dedicated to providing consumers with safe, healthy, high-end food and fresh ingredients.

Fields China has a mature supply chain of fresh and dry goods and self-built warehousing and logistics systems for cold chain distribution. In May of 2015 Fields China announced that Gaoxin Retail Co., Ltd. had become a new major investor. Therefore, its operational capabilities and product categories will also be taken to new heights.

In order to achieve efficient operation of multiple deliveries per day and complete food industry chain traceability, in 2013 Fields China chose MTC to implement SAP Business One® fresh foods e-commerce industry solution.

The company wanted an integrated information platform for efficient, standardized, and transparent management that would promote higher quality products and services.



With the help of SAP Business One®, provide consumers with high-quality, safe, and healthy ingredients.

Company name

Fields China

Headquarters

Shanghai, China

Industry

Consumer Goods
Industry: Fresh
Foods e-commerce

Products & Services

High-end Fresh
Ingredients

Employees

200+

Website

www.fieldschina.com

Partner

MTC Systems(MTC)

WWW.mtcsys.com

Goal

- Achieve seamless integration of the financial and business ERP management platform with the e-commerce platform
- Through a WMS based on SAP Business One, realize fast and efficient warehousing, sorting, and distribution management
- Standardize the management of various departments such as business, finance, and operations, improve operational efficiency, enhance internal control, refine cost accounting, and provide strong support for decision-making
- Implement food safety traceability and quality management, provide consumers with guaranteed fresh and safe ingredients

Why choose SAP?

- SAP Business One is flexible and scalable, consistent with the long-term development strategy of Fields China
- SAP has a strong product ecosystem, mobile solutions, and the benefit of the HANA database which will meet future needs
- SAP partner MTC Systems has extensive food industry and HANA implementation experience and can be sure to provide excellent service for future expansion

Solutions

- Through the use of SAP Business One e-commerce industry solutions as well as the warehouse logistics management system, we created an integrated management platform that covers the entire process including the e-commerce sales platform, orders, warehousing, sorting, loading, receiving payments and after-sales service
- A real-time, transparent operation management system, always up-to-date sales, financial, and operational reporting, and multi-dimensional profit and sales analysis provide support for accurate positioning of the company

Future plans

- With the help of HANA big data analytics, Fields China will use accurate sales forecasts, customer analytics, and profit analysis to increase profitability and customer satisfaction
- Fields China will extend quality management from the current enterprise to include the supplier and consumer segments as well in order to create a complete quality management system for the entire industry chain

4 Times/day

For 4 times daily cold chain delivery, the system provides visual order tracking and the status and location of each delivery vehicle

3000

Fields China provides customers with 3000 different products, which are stored in 7 different temperature control zones.

70%

Through the use of its WMS, inventory accuracy has increased 70% and inventory turnover decreased by 1-2 days. Sorting and routing efficiency has also improved more than 50%.

0

The order error rate was reduced to 0, and customer satisfaction increased greatly.