

# SIDEUP REPLY™ THE CLOUD SOLUTION FOR SCE



## THE PRODUCT

**SIDEUP REPLY™ IS THE INNOVATIVE CLOUD COMPUTING OFFERING, WHICH INCREASES EFFICIENCY IN THE SUPPLY CHAIN AND PROVIDES REAL-TIME VISIBILITY OF SIGNIFICANT DATA AND EVENTS BY LEVERAGING THE EXTENSIVE COLLABORATION BETWEEN ALL PLAYERS IN THE CHAIN.**

SideUp Reply™ is a software solution, or rather an “as-a-service” solution, for warehouse and inventory management, transportation-based cross-docking, warehousing and “track and trace” services, and operational efficiency in the distribution of products to the final customer or retail outlets.

All services are provided by a centralised cloud infrastructure and are accessible via the Internet, thus significantly reducing overall operating costs. The solution is based on a single monthly fee according to actual consumption (On Demand), with no software licenses and no server hardware costs.

The elimination of these investments and the absence of obsolescence, typical features of an as-a-service solution, are reflected in the reduction of risk and the cost flexibility associated with the recognised benefits of SaaS. SideUp Reply™ enables the optimisation of operational activities, reduction of stock levels and real-time control in the distribution network, at the handling unit level, right up to the final destination. Logistics processes with SideUp Reply™ are perfectly integrated with enterprise information systems, automating them through the use of both WiFi and network mobile devices (3G/4G).

## TARGET AUDIENCE

SideUp Reply™ is designed for logistics operators and distribution or manufacturing companies who wish to increase their competitiveness by investing in innovative Supply Chain Execution solutions.

Particularly suited to meet the following requirements:

- Highly dynamic business in which the rapid start up of new solutions is crucial

- Solution scalability in terms of volumes and geographies is a primary need
- Flexibility in supporting business changes
- Security and operational continuity even in remote places
- Usability and ease of access to data even outside the company “walls”

## BENEFITS

- **Rapid start up:** the solution is already available on-line, it does not require any installation, the available configurable operational scenarios speed up activation and customisation
- **Reduction of initial investment:** there is no need to purchase servers, software licenses and engineering services for the hardware infrastructure
- **Flexible on-demand cost:** the cost varies from month to month, depending on the actual system usage and in line with expected benefits
- **No obsolescence:** the latest version is always available, system updating and evolution are transparent to the user. Business interruption is a thing of the past.
- **Ease of access:** all services provided in the Cloud require only a simple Internet connection to be accessed, without the need for local hardware infrastructures
- **Scalability:** extreme rapidity and flexibility in appropriately sizing the service, according to the variability of volumes managed and sites enabled
- **No additional cost:** IT maintenance, server updating, application upgrading and hosting service contract are included in the service



**Logistics Reply** is the Reply Group company leader in the provision of advanced Supply Chain Execution solutions, developed with its proprietary Click Reply™ and SideUp Reply™ suites and using the latest technologies available.

Click Reply™ is a solution that can be deployed on-premises or in the cloud, while SideUp Reply™ is a multi-tenant SaaS solution based on the cloud computing technology. The SideUp Reply™ Suite was introduced in 2010 with the launch of the warehouse management module. From then, the product has continued to grow and today includes various modules focused on Visibility and Efficiency.

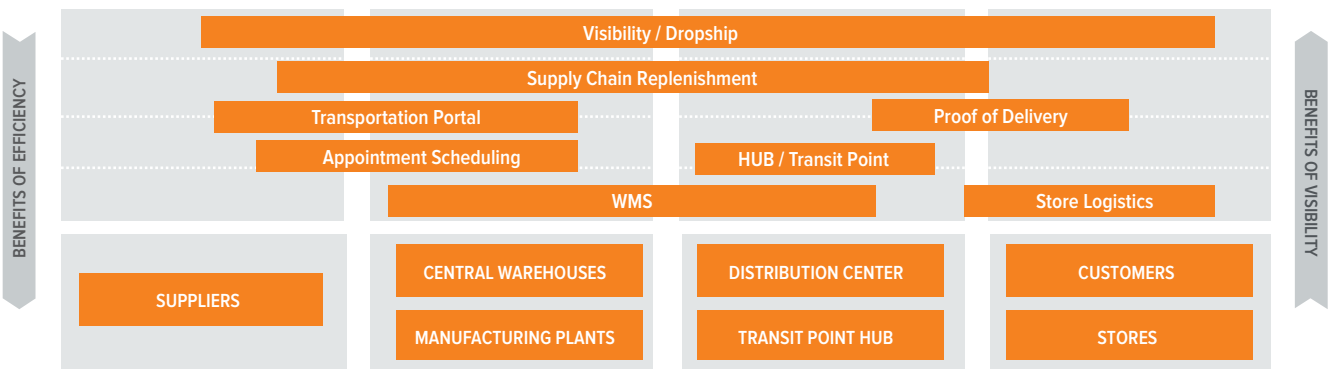
**VISIBILITY:** a focus on collaboration along the entire supply chain. As an incredible enabler that makes it possible to access and share information, the Cloud is a natural platform for collaboration and integration between customers and suppliers.








**EFFICIENCY:** operational optimisation and real-time control typical of handling and warehousing activities. Thanks to the combination of Cloud and Mobile technologies, these extend beyond the natural boundaries of the warehouse. The simplicity and usability of the SideUp solutions, together with the heterogeneous data acquisition capabilities (images, GPS locations, etc.) facilitate the effective and shared management of operations along the entire logistics chain.

The solutions developed by Logistics Reply are now being successfully used worldwide, with customers in all geographical areas: North and South America, Europe, Asia, Africa and Oceania.



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MODULE	TARGET AUDIENCE	BENEFITS	SUPPORTED PROCESSES
 <b>SCR (Supply Chain Replenishment)</b> Collaborative management of procurement - providing Suppliers with stock availability visibility, and Retailers with production and delivery forecasts	<ul style="list-style-type: none"> <li>- Manufacturing companies with inefficiencies in the procurement process or which lack visibility and management of working capital.</li> </ul>	<ul style="list-style-type: none"> <li>- Extended collaboration with suppliers, with shared visibility of stock and forecasts</li> <li>- Reduction in stock levels in the chain.</li> <li>- More focus on inbound logistics</li> </ul>	<b>Stock management</b> – Sharing of stock on-hand, demand forecasts and purchase orders with suppliers Extended visibility of the supply chain in terms of coverage levels via advanced reporting tools Suggestions for scheduled deliveries or issue of new PO's
 <b>AS (Appointment Scheduling) TP (Transportation Portal)</b> Collaborative management of transportation, with management of loading and unloading appointments at warehouse and distribution centre docks	<ul style="list-style-type: none"> <li>- Organisations that directly manage inbound transportation</li> <li>- High-volume warehouses and distribution centres</li> <li>- Manufacturing companies</li> </ul>	<ul style="list-style-type: none"> <li>- Wide-reach collaboration with suppliers and transporters</li> <li>- Coordination of dock appointments, work performance and increased productivity</li> <li>- Control of vehicles in the facility</li> </ul>	<b>Trip Management</b> – Preparation of parcels and palletisation by suppliers Manual and automatic creation of trips, management of trip execution and delivery <b>Appointment Scheduling</b> – Enables the delivery slots in the loading/unloading docks to be shared with transporters Creation and approval of appointments, recording of check in/check out physical events at the gates and docks, monitoring of actual times in comparison to those forecast
 <b>WM (Warehouse Management)</b> Management and optimisation of warehouse goods handling activities (receipt, storage, picking, shipping)	<ul style="list-style-type: none"> <li>- Warehouses and distribution centres that manage stock</li> </ul>	<ul style="list-style-type: none"> <li>- Operations efficiency</li> <li>- Stock control and reliability</li> </ul>	<b>Goods inward</b> – Receipt of goods and data entry <b>Storage</b> – Optimal warehouse storage of goods <b>Planning</b> – Choice of shipments, commitment of most suitable goods and organisation of operational activities <b>Execution</b> – Picking and preparation of shipments <b>Space and stock management</b> – Logical organisation of physical space and preservation of stock in perfect working order
 <b>HUB (Parcel Warehouse)</b> Management of inbound/outbound parcels on platforms and transit points	<ul style="list-style-type: none"> <li>- Companies with multi-level distribution networks or which manage Cross-Docking or Consolidation Centres</li> </ul>	<ul style="list-style-type: none"> <li>- Efficiency in parcel tracking activities</li> <li>- Parcel routing in complex networks</li> <li>- Handling and labelling activities</li> </ul>	<b>Check In</b> – Certification of parcel entry in the platform, with check via barcode and anomaly detection Security scanning and parcel sorting by destination <b>Check Out</b> – Composition of outbound journeys, parcel check on loading and closure of journey <b>Space and parcel management</b> – Logical and streamlined organisation of physical space and parcel location to facilitate control and operational activities
 <b>POD (Proof of Delivery)</b> Certification of delivery available on smartphones (based on Android App) and rugged terminals	<ul style="list-style-type: none"> <li>- Companies with the need to control the 'last mile'</li> </ul>	<ul style="list-style-type: none"> <li>- Proof of delivery in real time</li> <li>- Efficiency in the management of anomalies and repeated deliveries</li> <li>- Geolocation</li> </ul>	<b>Loading</b> – Electronic receipt of delivery journey, checking of parcels/bills loaded on the vehicle <b>Delivery</b> – Detection at each recipient via Barcode, NFC of parcels/bills delivered. Geolocation of vehicle during delivery in real time. Detection of delivery anomalies with the aid of photos/videos
 <b>SL (Store Logistics)</b> RFID point of sales management: receipt of goods from logistics, internal movements, inventories and returns	<ul style="list-style-type: none"> <li>- Fashion retailers with a network of direct and franchising stores. Effective and easy to learn solution specifically designed for point of sale, based on tablet and touch screen</li> </ul>	<ul style="list-style-type: none"> <li>- Reliability of in-store stock information</li> <li>- Cycle counting with no store closing</li> <li>- Display Check for Category Management</li> </ul>	<b>Goods inward</b> – Receipt of parcels and content check, management of delivery anomalies <b>Zoning</b> – Real-time visibility of item relocation information <b>Cycle Counting</b> – Performed on certain areas or by certain product groups, using RFID devices (circa 5000 items/hour) <b>Goods outward</b> – Integrated into Point of Sale systems for outbound stock, or allowing parcel composition for returns and transfers between stores
 <b>DSS (DropShip Solution)</b> Manages eCommerce shipping carried out directly by the supplier in relation to the Dropshipment model	Retailer with eCommerce activities	<ul style="list-style-type: none"> <li>- Offer a wider range on your eCommerce site</li> <li>- Reduce warehouse logistics costs</li> <li>- Reduce stock shortages</li> <li>- Cashflow benefits via purchasing on a product-sold basis</li> </ul>	<b>Order Processing:</b> Detailed management of processing progress, according to a configurable workflow of statuses <b>Management of Suppliers:</b> Structured organisation of the supplier base connected to the internal organisation in terms of procurement centres and product categories <b>Management of Transports:</b> Centralised integration with transports for service consistency and centralisation of costs <b>Delivery scheduling and additional services:</b> booking of delivery date/time and management of additional services (such as installation of the new product and/or pick-up of the product replaced) <b>Management of Returns:</b> management of the product returns process with returns delivered to the supplier or warehouse of destination

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