

SFR

# Communication

## down the line

*Rigorously managing a stock containing several mobile phone models and accessories, being very responsive in terms of delivery, especially during peak times such as Christmas: these are the keys to SFR's success, French mobile telephony operator.*

*Norbert Dentressangle has been working with SFR since 1998 and plays a daily role in this success thanks to its flexible and responsive logistics solutions.*



It all began in 1998 with, right from the start of the partnership, Norbert Dentressangle making up kits of SFR products, packaging them up, storing them and delivering them. Over the years, SFR has experienced many changes, both in terms of volume handled and the diversity of its offer. Norbert Dentressangle has responded to these changes thanks to its adaptability and the innovation of technical solutions. Even at times of site switchovers (three over the years), SFR's activities never had to stop, or

suffer any disturbances, as the moves were perfectly managed by the Norbert Dentressangle team. "Norbert Dentressangle knows us well because we have been working together for six years. These years of partnership have forged strong ties between us, and this means that we can draw up mobile phone packaging and delivery schedules without having to worry if Norbert Dentressangle will be up to the job. For us the answer is clear!" says Brigitte Fouque, SFR Production and Logistics Director, about her partnership with the logistics provider.

### On the same wavelength

Today, and thanks to being constantly attentive to its customer's needs, Norbert Dentressangle can respond to SFR's current needs as well as to special operations, such as promotions, new product launches or a "boom" of orders corresponding to year-end festivities. In addition to the warehouses' combined capacity of 11,000 sq.m, supply chain organisation for SFR meets strict traffic management imperatives. A latest generation information system feeds

**“Guarantee flexibility and responsiveness to the customer on a highly competitive market having huge fluctuations in activity.”**



## Two effective tools for optimised traffic management

- Automated equipment for the simultaneous production of 12 orders, with a 15% increase in productivity and gains in terms of quality through the weighted control of packs, and better traceability;
- Computer-aided production management adds rigour to the management of semi-finished products, allowing more flexibility in terms of possibilities to modify production.



SFR with real-time monitoring of all stock movements: reception and storage of all the operator's products, co-packing, assembly of promotional kits, pack production, preparation of kits, and indirect distribution to SFR distributors. Lastly, the identifiers that are specific to each product (IMEI for mobiles and ICCID for SIM cards) enable perfect traceability. "Norbert Dentressangle's flexibility and responsiveness in terms of traffic management means that we can double the level of activity from one week to the next, without the platform becoming a bottleneck. This platform is so well integrated, that for

*us, it's practically part of SFR!"*

Today, SFR is taking its partnership with Norbert Dentressangle one step further: since July, the logistics partner has been product testing, which means involvement higher up the logistics chain. "We didn't hesitate a second to outsource this job to Norbert Dentressangle. They are so efficient and operational that we no longer carry out audit tests on this service." The final word is one of praise.