



Customer Profile

PLG Group streamlines its business processes with Infor M3



Facts at a glance

Solution: ERP

Product: Infor M3

Industry: Distribution

Country: France

"With Infor M3's extended functionality, its revolutionary user interface, and its ability to support complex environments, we were able to reclassify all our customer, supplier, and product data, and streamline all our business processes."

—Pascal Leroy, CIO, PLG

About the company

Acquired by Bunzl in 2004, the Pierre Le Goff (PLG) Group is a leading French company in the distribution of professional products and hygiene equipment. PLG has nearly 1,300 employees, including approximately 600 sales staff members who respond to the needs of nearly 200,000 customers. ISO 9001:2008 certified, PLG has gained its leading position by remaining true to its core values of customer satisfaction, know-how, quality, and working closely with its customers. To learn more, visit www.groupepierrelegoff.com.

Defining the strategy

When Bunzl acquired PLG in 2004, PLG consisted of 12 companies that were using seven different proprietary management systems. Following the decision to consolidate all of these solutions into a single system, PLG determined in 2005 that Infor® M3 (which was then called Lawson Movex) would best meet its needs. The organization's goal was to use Infor M3 to help it establish an identity, momentum, and common processes throughout all of its companies.

To accomplish this, the organization initiated a project that would encompass nearly all of its management functions, including financial management, purchasing, sales, inventory management, and distribution management.

With more than 30,000 items to be reclassified, cross-checked, and then re-integrated—all while PLG continued to handle more than one million orders per year, supplying sectors such as hospitality, food, health, waste services, and local government—the project initially struggled to get under way.

When the organization's new CIO, Pascal Leroy, arrived in 2008, he re-established the project's momentum by setting up dedicated teams, establishing a steering committee, and designating "key users"—all with the mission to implement a strategy for deploying the solution in the following 18 months (at the rate of 1 implementation every 2 months).

Between 2008 and 2010, 35 staff members (including 5 who were dedicated specifically to training) deployed Infor M3 with a dual approach: horizontally for the planning of each project, and vertically for their implementation. This was in accordance with the philosophy PLG defined for carrying out this project: "Think globally, act locally."

Getting the right details

Today, PLG Group is spread out across 31 locations (including 15 logistics platforms), with a sales force of about 600 employees, and a distribution chain that consists of a fleet of delivery trucks and drivers, as well as a network of external carriers. Such a complex organization requires that PLG is able to rely on a solution that's capable of taking all these factors into account and integrating all of the data for analysis, forecasting for deployment, and establishing optimized schedules.

“Deploying Infor M3 allowed us to manage better. The solution is particularly effective for managing product lines and large volumes of data, while optimizing costs,” according to Leroy.

The next step for PLG was to deploy Infor M3's business intelligence (BI) capabilities to better manage the profitability of its business, and accurately track how it manages its inventories. PLG considers the implementation of Infor M3's BI functionality, which includes defining all the parameters necessary for tight control of prices and margins, as one of the key elements of the project's success.

PLG also worked towards better managing its purchasing processes and improving supply quality. To further streamline and optimize its processes, PLG launched several additional ERP-based projects to help improve the entire organization, such as:

- Launching a pilot project for optimizing picking that took advantage of radio mobility technology
- Deploying a “Webshop” application to significantly increase online sales
- Developing an SMS-based CRM application to improve customer data
- Integrating the After Sales module of Infor M3

Optimizing activities

With PLG's information system now standardized, unified, and secured around Infor M3, the next step for the organization is to migrate the solution to the new version of Infor M3 to allow its 750 users to take advantage of the latest Infor functional developments and technical innovations.

“Today, Infor M3 gives us a global view of all the transactions occurring within the organization, whether these are relationships with customers and suppliers, our logistics operations, our warehousing and distribution processes, or data movements related to the financial management of our activities,” Leroy states.

Looking ahead, PLG intends to take advantage of recent Infor advances in social collaboration, data analytics, integration, and mobility—particularly via the Infor 10x platform.

Leroy concludes, “We are particularly pleased with Infor M3—which thanks to its rich functionality—allows us to continue to evolve by our being able to deploy additional modules as needed, without needing to use other third-party solutions.”



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