







# Xinhua Winshare enhances operational efficiency with Infor Supply Chain Execution

## About the company

Established in May 2005, Xinhua Winshare Publishing & Media Co., Ltd. (Winshare) is the first joint-stock company in the publishing industry of the People’s Republic of China designed to meet the standards of a publically listed company upon incorporation. Winshare has 15 publishers and publishing houses, a vast store-based retailing network and a subscription network specific to education industry covering the entire Sichuan province. It has a nation-wide distribution network with multiple channels including more than 800 supermarket-based outlets in first-tier cities and a powerful e-commerce platform. To learn more, visit [www.winshare.com.cn/en/](http://www.winshare.com.cn/en/)

## Facts at-a-glance

 <p>COMPANY <b>Xinhua Winshare Publishing &amp; Media Co. Ltd</b></p>	 <p>HEADQUARTERS <b>Chengdu, China</b></p>	 <p>SKUs <b>Over 1 million</b></p>	 <p>OPERATING REVENUE <b>\$800 million</b></p>
 <p>INDUSTRY <b>Distribution</b></p>	 <p>USERS <b>500</b></p>	 <p>INFOR PRODUCTS <b>Infor® Supply Chain Execution</b></p>	 <p>WEB SITE <b><a href="http://www.winshare.com.cn/en/">www.winshare.com.cn/en/</a></b></p>

## Business goals

- Equip supply chain operations to meet multi-channel fulfillment requirements.
- Deploy a stable and adaptable system capable of handling heavy volume and a large number of SKUs.
- Reduce error rates and enhance task handling capabilities, especially during peak periods.

“ We attach great importance to Infor’s innovations, which provide greater value to its customers. Because of Infor’s constant innovation, customers can reduce investment costs and enhance their operational and maintenance capabilities. I recommend Infor Supply Chain Execution to enterprises that are in urgent need of improving the operation capability of their supply chains.”

**Zou Jian**, General Manager Assistant and Director of Information Center, Xinhua Winshare Publishing & Media Co., Ltd.

# Enhancing supply chain operations

## Improving operational capability

Winshare has a vast distribution network catering to numerous channels. It processes over 30,000 orders each day. With rapidly changing customer demands, it's important for Winshare to have the ability to process orders that have multi-channel logistical requirements. Infor Supply Chain Execution allows Winshare to effectively manage both single-channel and omni-channel logistics. Infor Supply Chain Execution also allows Winshare to handle its complex logistics operations involving over one million SKUs. Streamlining the order fulfillment process helps Winshare to reduce errors.

## Shortening operating cycle

With Infor Supply Chain Execution, Winshare has been able to adopt warehouse management best practices to increase efficiency. Thanks to its strong architecture, Infor Supply Chain Execution is easy to deploy in new warehouses, allowing Winshare to rapidly expand its operations. The software supports handheld devices with a simple, concise user interface that employees can quickly figure out and use. It also allows Winshare to effectively perform supply chain operations like picking and summarizing orders for warehouses spanning over 50,000 square meters. Infor Supply Chain Execution enhances Winshare's supply chain capabilities, helping to shorten its supply chain's operating cycle.

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We chose Infor Supply Chain Execution because of its strong architecture, its ability to support multi-channel operations and for the fact that we can ensure maintenance and development of the product. With Infor Supply Chain Execution, we have solved two pain points—efficiency in picking and effectively managing a large number of SKUs.”

**Zhong Qi Yuan**, Manager of Chengdu Warehouse,  
Xinhua Winshare Publishing & Media Co. Ltd



# Leveraging technology for steady growth

## Increasing efficiency

With Infor Supply Chain Execution, Winshare has streamlined its operations to shorten its operating cycle. With better task handling and technological advancements like handheld devices, Winshare has improved overall operational efficiency by 20%. The task handling capabilities during peak periods have improved by 50%, which translates to a reduction in error rates of 40%. Winshare has also been able to effectively manage its labor force and has reduced labor costs by 20%. Infor Supply Chain Execution allows Winshare to process relatively complex orders quickly, and it now takes only about 20 seconds for each order to finish quality inspection for delivery.

## Enhancing customer service

Infor Supply Chain Execution allows Winshare to consistently meet the dynamic customer needs of each channel. By shortening operation cycles, Winshare is able to process orders quickly and ensure on-time delivery. By reducing fulfillment errors, it is also able to deliver orders to its customers accurately. Thanks to multi-channel logistic capabilities, the company can offer various delivery options to its customers, which helps improve their shopping experiences. With Infor Supply Chain Execution, Winshare effectively manages a large number of SKUs and caters to various channels of distribution, which makes it a strong player in its industry.

## Business outcomes



Met multi-channel logistical requirements, while catering to diverse distribution channels.



Deployed a stable system capable of handling over 1 million SKUs and over 30,000 orders per day.



Improved task handling by 50% during peak periods, leading to a 40% reduction in error rates.



Enhanced overall operational efficiency by 20%.



Reduced labor cost by 20%.