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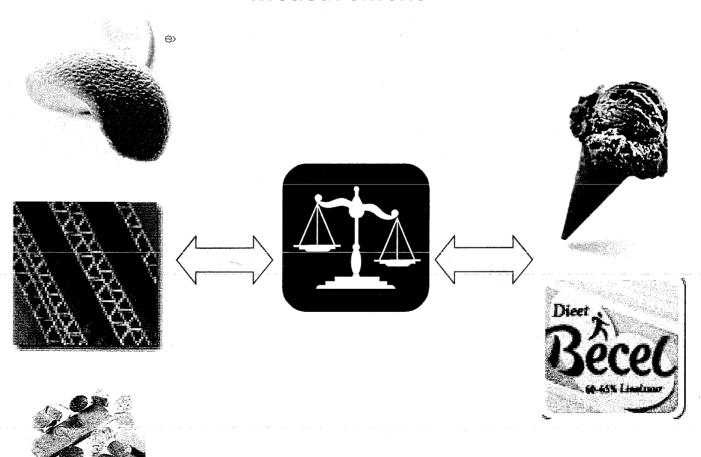
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Appendix

Smarter Supply Management

"Research into supplier performance measurement"



Eline Beurskens, May 2001

MET UTLEENSAAR

Appendix

Smarter supply management

"Research into supplier performance measurement"

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Criterion			target- groups	description		
Quality	number of rejects versus total number of deliveries	zero defects	% rejects	number of rejects/ total number of deliveries		
	number of corrective actions		actions	number of corrective actions/ total number of rejects		
	responsiveness	minimise the number of days	# days	number of days before supplier offers a solution		
	cost of non- quality	zero	# Euro	claims (Euro) * number of rejects/ total number of deliveries		
Logistics	on time delivery	100% on time	% on time	orders received on time		
	case-fill rate	100% in full % in full		total case items received o time/ total case items ordered		
	line-fill rate	100% line-fill % in full		total line items received on time/ total line items ordered		
	order-fill rate	100% case fill	% in full	total orders received/ total orders requested		
	order lead-time	shortest lead time	percentage <=1	ratio lead time versus best lead time in commodity group		
	responsiveness (flexibility)	100% flexible	percentage >=1	# times that the supplier can meet the (rush) requests/ total number of requests		
:	inventory level over a period (week)	between minimum and maximum value	zero	(# times that the inventory over the max level or under the min level) * # days/ 5 days (one week)		
				on-site-stock, bar-code systems, kanban systems, ship to line, SMI (very mature) ship to stock (medium) purchase order/ call-offs		
	cost of non- logistics performance	zero	zero	claims (Euro) * number of deliveries concerned/ total number of deliveries		

Cost	price	lowest price	percentage	actual price versus
	performance	paid	<=1	targeted price
	price	lowest price	percentage	actual price versus
	performance	paid	<=1	market price
	open cost price	transparant	100% knowr	
	structure			explainable
Innovation	creativity	very creative	# ideas	number of good ideas
				over a certain period
	innovation speed	low time-to- market	# weeks	# weeks time-to-market
	R& D budget	high budget available	percentage close to 1	R&D budget versus turn- over
	capability R&D	very	high number	of # of product introductions
	department	experienced	product introductions	per year
	investment in	high	high number	of # of trainings per
	education/ training	investment	trainings	employee per year
	investment in	high	high %	% turnover invested in
	technical equipment	investment		new technical equipment
	failure rates in the	100%	% failures	# failing development
	development	succesfull		projects/ total number of
	process			development projects
	responsiveness	100%	percentage	# responses/ # requests
	to buying		<=1	
	company's			
	request to			
	innovate the			
Ctratagia	product			alabal auranaan aayatay
Strategic Performance	global infrastructure	same as cust	1	global, european, country
Periormance		EDI o procur		coverage linked systems:(in terms of
	capability IT systems	EDI, e-procur	1	ordering, payment,
	Systems		Į.	evaluation)
	service/	high support		# times appropriate support/
	technology	ingii suppoit	10070	# times support requested
	support			
		high commitm	ent	# times the management
	commitment			shows up/ # total number of
				meetings (per period)
	communication	good		reachability from supplier #
	ł	communicati	. 55 76	attempts/ # contact over a
	1	on	*	certain period
		following the	rend	how far is the supplier in
	policy	3		developing reverse logistics

1 "1	
1	letratenies?

The Organisation

The internal stakeholders for (the initial interviewing) defining the criteria in a supplier performance measurement system have been selected upon the following criteria:

- Coverage of the supply groups (ingredients, packaging and co-packing)
- Coverage of the "main" companies like (Netherlands, UK, France)
- Coverage of main categories (scc, culinary)

Supply Groups

The following stakeholders have been selected in order to cover the ESM organisation (see figure 1):

- Material (group) manager (s) (ingredient, co-packing, NL),
- supply group manager (s) (ingredient and packaging, NL),
- senior supply group manager (NL).

Companies & Categories

- Works (SU) manager (Netherlands, scc),
- supply chain manager (scc),
- R&D director (UK, culinary),
- local purchasing (UK),
- local purchasing (France),
- company logistics manager (France).
- company OA manager (France)

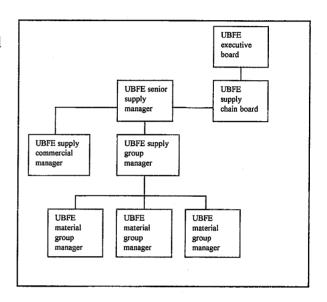


Figure ESM organisation

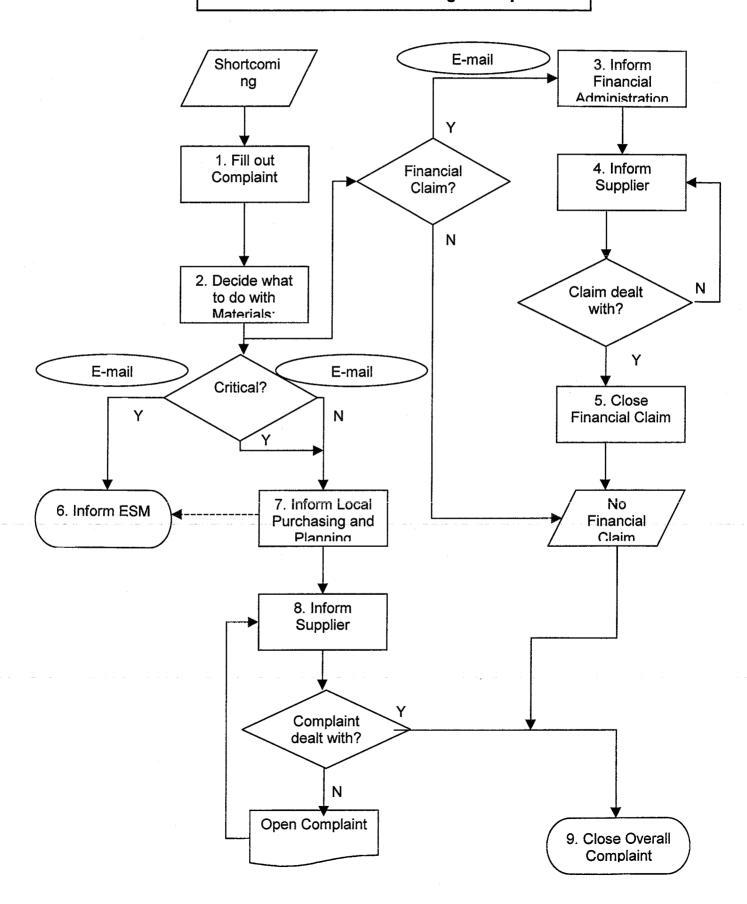
Conclusion

These stakeholders are complete and represent the UBFE organisation apart from:

- Germany is not involved in the interviewing yet but will be in week 10.
- The local logistic or financial managers are not involved in this initial stage but will be when the selected criteria need to be defined and tested in practice.
- Bestfoods is not included in this interviewing round as the current E.V.R.S. is taken as the best practice. Extra information on the EVRS system is gathered and (apart from the strategic purchasing criteria) in line with the Unilever approach. Bestfoods will be included in the next stage (check the slected criteria).

Appendix III

SMART: Flow-Chart for Filing a Complaint



Responsibility Matrix Smart

A LW Authority to decide the need and resources for an activity

Lead the Work Will be Consulted C 1 Will be Informed DW Do the Work

	ESGM	ESM	Cat QA mgr	SU QA	Company super- user	Local Purchasing	SU Planning	Local Financial
FILING A COMPLAINT								
1. Fill out Complaints			A	LW / DW				
2. Decide what to do with materials				LW / DW	·			
3. (In case of financial claim) Inform Financial Administration				LW / DW				I
4. In case of Financial Claim, inform Supplier								LW / DW
5. In case of Dealt Claim, Close Claim								LW / DW
6. In case of Critical shortcoming, inform ESM		1		LW / DW				
7. Inform Local materials management				LW / DW		ı	l	
8. Inform Supplier about the Complaint				LW / DW		LW / DW		
9. Close complaint						LW / DW		
10. Close Overall Complaint				LW / DW				
MAINTENANCE								
Maintenance of Picklists of (sub) shortcomings, consequences, criticalities			·	С	LW/DW			
Maintenance of currencies, departments, e- mail names, standard distribution list				LW / DW	LW/ DW			
3. Maintenance of data entry			LW	DW				
USAGE								
1. Making user defined reports	DW	LW/ DW	LW/DW	DW	DW	DW		
2. Initiate improvement projects with suppliers		LW/DW/C	LW/DW/C	DW				
3. Coordinate & Evaluate improvement projects	1	LW/DW	С	С				

ESGM

European Supply Group Manager

ESM

European Supply Manager

Cat QA mgr category quality assurance manager SU QA sourcing unit quality assurance manager

Appendix V

Shortcoming	Sub Shortcoming
Appearance/Colour/Composition	Brightness
Appearance/Colour/Composition	Colour clarity
Appearance/Colour/Composition	Composition of the Mixture
Appearance/Colour/Composition	Dirt/Stains/Marks
Appearance/Colour/Composition	Intensity
Appearance/Colour/Composition	Marks/Spots/Flecks
Appearance/Colour/Composition	Processing
Appearance/Colour/Composition	Stiffness
Appearance/Colour/Composition	Uniformity
Appearance/Colour/Composition	Uniformity
Appearance/Colour/Composition	Varnish
Artwork	Colour standard
Artwork	Print standard
Artwork	Promotion/Part number
Certificate of conform/analysis	
Certification	Availability
Certification	Completeness
Certification	Correctness
Certification	Specification
Chemistry	Chemical composition: Food
Chemistry	Contaminants
Chemistry	Moisture
Expire date	Coding/Labeling
Foreign Bodies	FB of animal origin
Foreign Bodies	FB of process origin
Foreign Bodies	FB of staff origin
Foreign Bodies	FB of transport
Formation	Alignment/Set
Formation	Cut/Crease
Formation	Misfit
Formation	Misshapen
Formation	Perforation
Formation	Telescoping
Microbiology	Non-Pathogens
Microbiology	Pathogens
Organoleptic	Chemical composition: Recipe
Organoleptic	Odours
Organoleptic	Taints
Organoleptic	Taste
Physical dimensions	Breakage/Damage
Physical dimensions	Caliper
Physical dimensions	Core size
Physical dimensions	Density
· ··j Jiour unitofibiolib	- Controlly

Appendix V

Physical dimensions	Diameter
Physical dimensions	Grammage
Physical dimensions	Size
Physical dimensions	Stickiness/Lumpy
Physical dimensions	Strength
Physical dimensions	Temperature
Physical dimensions	Viscosity
Transport conditions	
Transport/Outer packaging	Damage
Transport/Outer packaging	Dimension
Transport/Outer packaging	Dirty
Transport/Outer packaging	Pallet size
Transport/Outer packaging	Quantity

Consequences	
extra work	
extra losses	
production stoppage	
production planning change	
redelivery	
out-of-stock towards the customer	
potential endanger saftey, health or	
environment	
0 ''' 1'''	
Criticalities	
Critical	Potential endanger to health,
	safety, or environment be it
	consumer /customer or Unilever related.
11.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1	Where there is a realistic risk
	of out of stock to the customer
	or out or stock to the customer
	When a customer /consumer or
	authority complaint is expected.
	When it adversely affects
	product quality
Major	Except when there is a realistic risk
inajo:	of out of stock to the customer the
	following consequences are major.
	ronouning control de majori
	Production delays.
	Line stoppages.
	Production misses.
	Except when a customer /consumer
	or authority complaint is expected the
	following consequence is major.
	Adversely affects product quality.
Minor	Defects that do not pose safety
	or on line performance risks.

Appendix VII

Testing in week 49

Aim of this testing week is to approve a release of SMART version 1.2 by testing the system and report all findings centrally to Eline Beurskens (project manager). Piet Hein and Eline classify all findings in either bugs or new enhancements. The bugs are being solved in this release (1.2). The bugs can only concern the enhancements in the pre-release notes (if the real live situation is different from short description in pre release notes).

In this paper the following questions are adressed: what, who and when is SMART release version 1.2 tested?

Who is testing it?

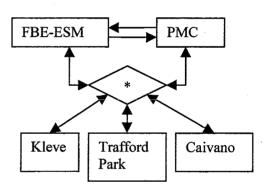
Legenda



Stands for a choice Information exchange Represents a party involved

* IT related issues, like: logons, installation issues can be communicated and solved directly with the PMC.

All other issues, like workflow, enhancements, general criteria, etc can be discussed with the project manager.



Organisation:

Kleve: Dagmar Wessjohann is superuser for UDL (during the testing week) and will report on the issues.

Trafford park: Karen Nihill is superuser for Trafford Park (during the testing week) and will report on the issues.

Caivano: Alfredo Sasso is superuser for Caivano (during this testing week) and will report on the issues.

PMC: Piet Hein Goossens is project manager for the IT-side of the project and will address the IT problems with logons and installation issues, etc.

ICFE PIT SC: Antonio Sangil is project manager for the IT side of the project and will address the IT problems and logons and installation issues, etc.

FBE-ESM: Eline Beurskens is user project manager and will co-ordinate and collect the findings of the testing week.

Appendix VII

What is tested?

The SMART release version 1.2 will be tested in the test-environment in week 49.

Workflow: This needs to be tested through practical examples (on ingredients and packaging) that are defined per SU that can also be used in later versions. Practical example Kleve: we need to test the complaints (both ingredients, packaging) with financial claim in order to involve al business units. Practical example Trafford Park: we need to test the complaints (both ingredients, if possible, and packaging) with financial claim in order to involve al business units.

Practical example Caivano: we need to test the complaints (both ingredients and packaging) with financial claim in order to involve all business units.

• Pre-release notes (enhancements)

The 35 enhancements that are solved according to the pre release notes need to be checked one by one during the testing week. The pre release notes are included in an e-mail. Some additional comments are:

Number 1: superusers (Dagmar, Karen and Alfredo) are able to delete complaints.

Number 6: this can't be tested because no one has access as the user smart.

Number 16: this can't be tested because no one has access as the user smart.

Number 24: this is on having more up to date data information on materials, material groups and suppliers in the database. Can you please check if this is the case?

• (Sub) shortcomings

The content of the list of (sub) shortcomings needs to be finalised at the end of this week (49). We can discuss the results during the meeting from December 12. Eline will look at the differences between the agreed list of shortcomings and the actual list. Alfredo, Karen en Dagmar needs to evaluate the content of the list of shortcomings and advice on adjustments in the content of the list.

• Authorisation: How does it work in the testing week?

<u>Kleve</u>: Dagmar is superuser for UDL (Kleve, Hamburg). This means she has access to all three complaint screens, three reports, maintenance (except for supplier, materials, material groups), authority to delete reports. We need to decide who else needs access to the test database in this week (note: this can be different than the users in the production environment but preferably include a representative from all disciplines in the workflow). So logons can be provided before 4/12/00.

<u>Trafford Park:</u> Karen is superuser for Trafford Park. This means she has access to all three complaint screens, three reports, maintenance (except for supplier, materials, material groups), authority to delete reports. We need to decide who

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else needs access to the test database in this week (note: this can be different than the users in the production environment but preferably include a representative from all disciplines in the workflow). So logons can be provided before 4/12/00.

<u>Caivano</u>: Alfredo is superuser for Caivano. This means he has access to all three complaint screens, three reports, maintenance (except for supplier, materials, material groups), authority to delete reports. We need to decide who else needs access to the test database in this week (note: this can be different than the users in the production environment but preferably include a representative from all disciplines in the workflow). So logons can be provided before 4/12/00.

• Helpfile: Is the helpfile user friendly?

Is the help file easy to read? Does it provide you with an answer on your questions?

Does it need adjustments due to enhancements in version 1.2?

• Is the system user friendly and reliable? Are the correct data in the system?

• System effective for it's purposes Is the SMART system supporting the data collection process?

When is it tested?

It is tested in week 49. All final-testing results will be collected in the morning of Friday 8 December. Eline can then summarise the findings and discuss with Piet Hein. All superusers, ESM and PMC have an appointment on December 12 to evaluate the results ((sub) shortcomings, bugs and enhancements) of the testing week.

Actions:

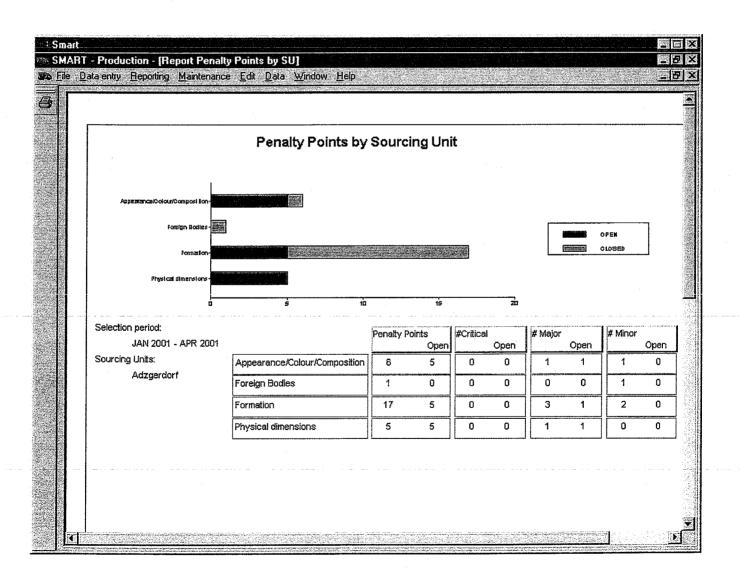
What	Who	When
Decide who (else) should have access to the	DW, ALS, KN	01-12-2000
testing system, next week.		
Suggest and agree on a complaint example	DW, ALS, KN	01-12-2000
using the whole workflow for own SU.		
Testing in week 49	DW, ALS, KN	Week 49
Report on results from testing.	DW, ALS, KN	08-12-2000
Discuss results	EB, PHG	11-12-2000
Discuss results and agree actions.	EB, PHG, ALS, KN, DW	12-12-2000

Appendix VIII

The current reporting in SMART

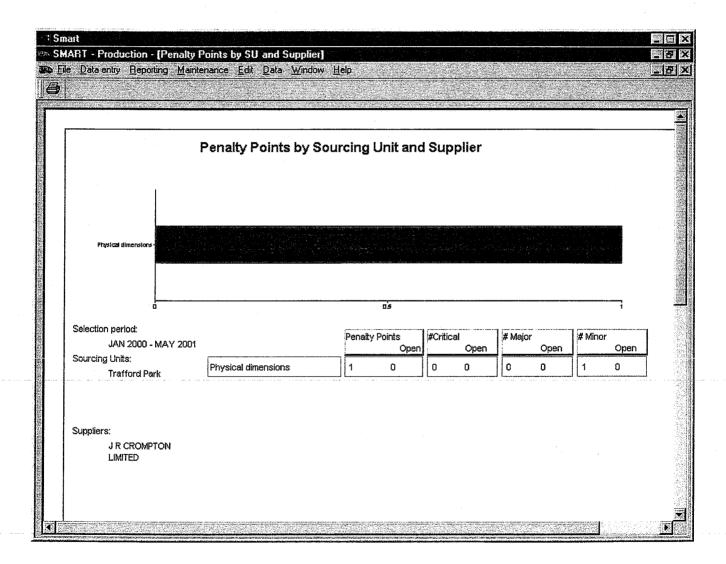
The reporting functionality in SMART is currently limited to the following reports. The report shows the penalty points per sourcing unit. The penalty points are shown per shortcoming over a certain period and selected sourcing unit(s). The colours refer to the status of the complaint, where red refers to open and green refers to a closed complaint.

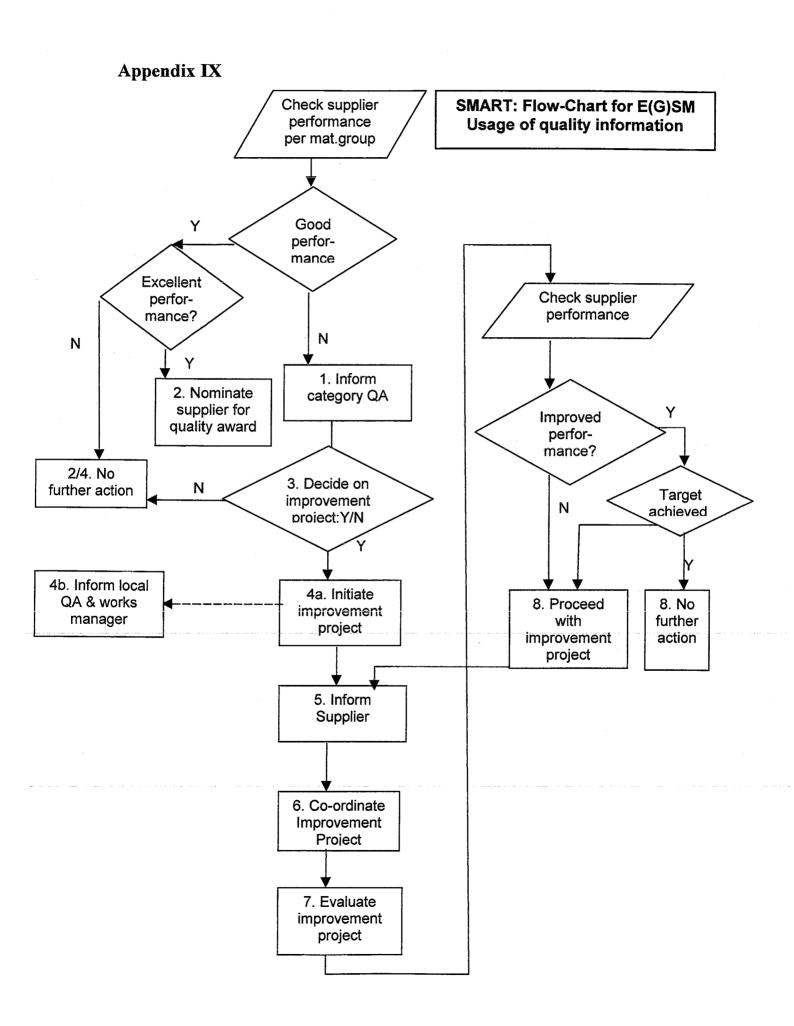
The reporting shows that formation has been the largest issue for Atzgerdorf (Austria) from January-April.

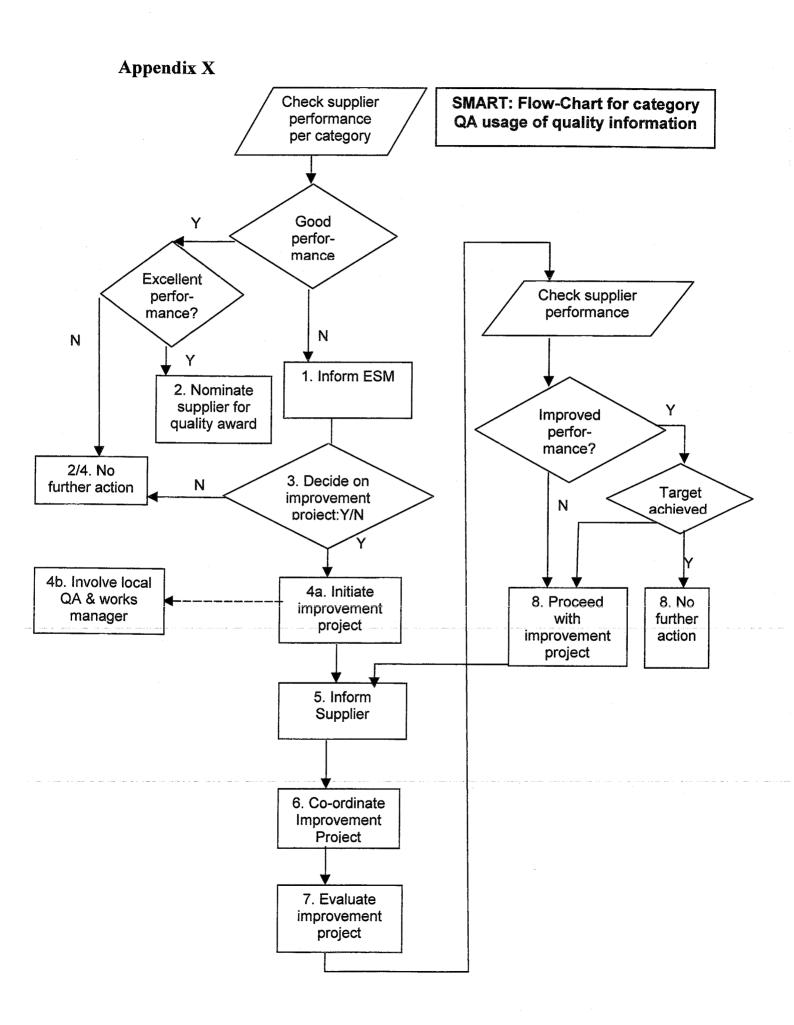


Appendix VIII

The reporting shows that the selected supplier has one penalty point for Trafford Park in physical dimensions over the period from January-April 2001. It is possible to select more suppliers and sourcing units in this reporting.







SMART consolidation through reporting

This appendix contains five levels of detail that lead to the overall supplier rating. The supplier rating is calculated based on delivered volumes (as explained in chapter 5.5).

The lowest level of detail is on SKU level. The final rating is consolidated to a supplier level. The supplier ratings are of interest for the material/ supply group (step 4, 5), sourcing units (step 1,2) and categories (step 3).

The aggregation of the supplier complaints (input per material per supplier per sourcing unit) is calculated on delivered volumes (SKU).

Non-performance rating:

Quantity to complain* penalty points * 1/5* 100%

Delivered quantity

Supplier rating:

100% -/- non-performance rating

Note:

The minimum for a supplier rating is 0%.

The effect of calculating the supplier rating with the original penalty points (1, 5, 10) sometimes leads to high (over 100%) non-performance ratings. The factor 1/5 is added in order to "normalise" the effect of the penalty points to 1/5, 1 and 2. Table 1 shows some practical examples that support the factor: 1/5, which basically restricts the effect of the penalty points in order to calculate a reasonable score.

Months	Sour- cing unit		•	Critic ality			Deli- vered qty	Non perfor - manc e	plier rating		Supplier rating 5
								Rating		17 3	
april	traf	TRAF 1013 990		major	5	51000	98000			52	48
march	leioa	LEIO 5819 0	046 102 763 3	Minor	1	1022	8000	13	87	3	97
march	leioa	LEIO 5004 8	046 102 112 3	minor	1	106500	43000	248	0	50	-50
march	leioa	LEIO 5410 9	_	major	5	162000	20000	81	19	16	84

march	leioa	LEIO	056	major .	5	345600 12000	29	71	6	94
		5410	292	•		00				
		5	993							
	- Augusta		5							

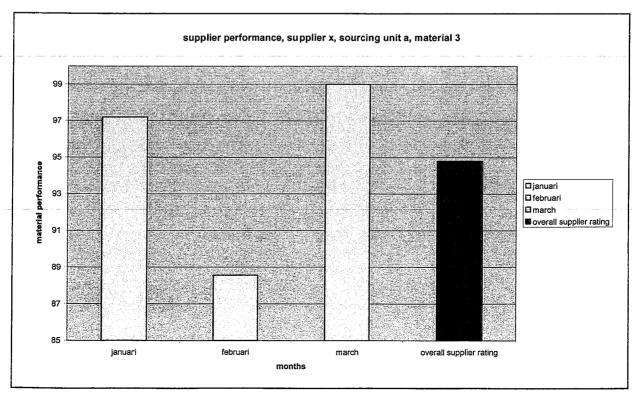
Step 1: Data output for supplier X, sourcing unit A, material 3. The scores are calculated based on the data in table 1. Example for the non performance rating in January:

$$(30*1) + (40*1)$$
*100% *1/5 = 3

Supplier rating in January = 100%-3%= 97%

An example for material 3 is provided. The same calculation is executed in the background for material 1 and 2.

supplier x, sourcing unit a, material 3	qty to complain in month	Serious- ness	ir		Non- perfor- mance rating per month	supplier rating per month
januari	. 30	•	1	500		
januari	40	•	1	500	3	97
februari	80		5	700	11	89
march	10	r - 1	1	800	1	99
march	20	•	1	800		
march	10		1	800		
overall supplier rating	520			2000	5,2	95

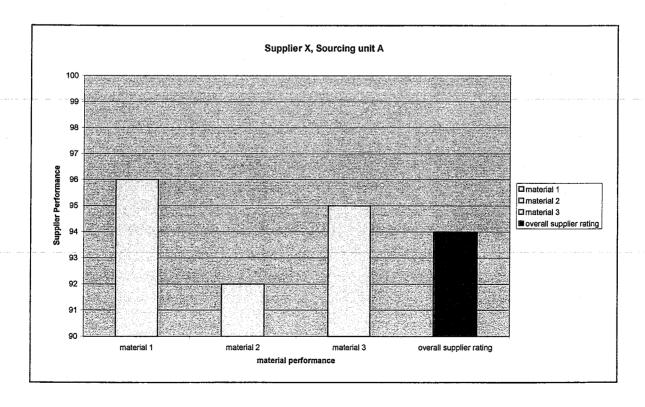


Step 2: The supplier rating for supplier X in sourcing unit A is calculated. Example for the non performance rating for material 1:

$$\frac{70}{400}$$
*100% *1/5 = 4

Supplier rating in January = 100%- 4%= 96%An example for material 1 is provided. The same calculation is executed in the background for sourcing unit B& C.

supplier x, sourcing unit a	qty to complain from jan- march * seriousness	delivered qty from jan- march	rating jan- march	supplier march	rating jan-
material 1	70	400		4	96
material 2	750	2000		8	92
material 3	520	2000		5	95
overall supplier rating	1340	4400		6	94



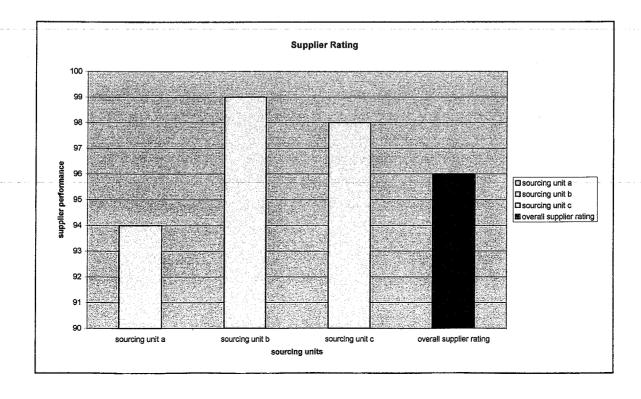
Step 3: The overall supplier rating for supplier X over all sourcing units is calculated. Example for the non performance rating for sourcing unit B:

$$\frac{50}{1000}$$
 *100% *1/5 = 1

Supplier rating in January = 100%- 1%= 99%

An example for sourcing unit B is provided. The same calculation is executed in the background for supplier Y en Z.

supplier x	qty to complain from jan- march *serious- ness	delivered qty from jan- march	rating jan- march	supplier rating jan- march	
sourcing unit a	1340	4400		6	94
sourcing unit b	50	1000	1	1	99
sourcing unit c	200	2000	ı	2	98
overall supplier rating	1590	7400		4	96



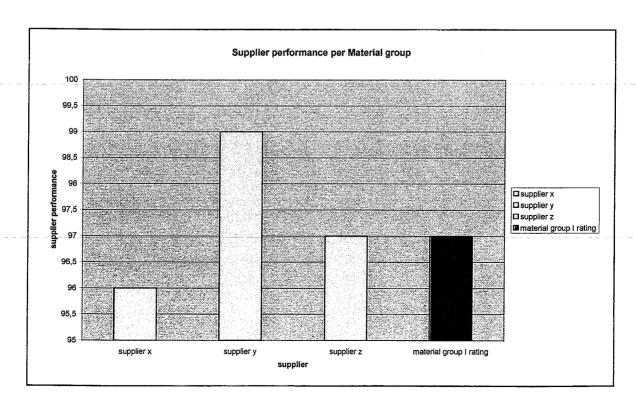
Step 4: The overall supplier rating for a material group over all suppliers is calculated. Example for the non performance rating for supplier y:

$$\frac{200}{4000}$$
 *100% *1/5 = 1

Supplier rating in January = 100%- 1%= 99%

An example for supplier y is provided. The same calculation is executed in the background for other material groups.

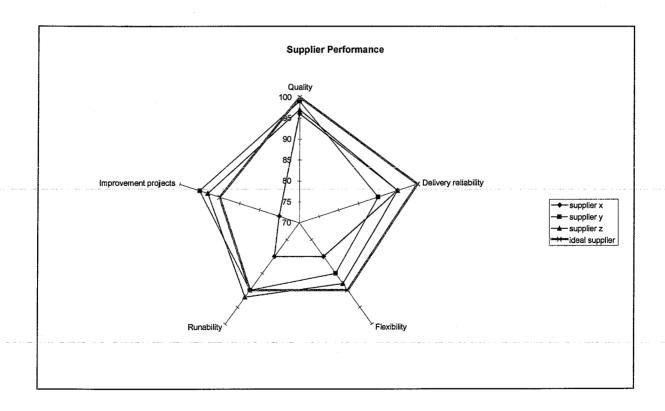
Material Group I	qty to complain from jan- march* seriousness	delivered qty	rating jan- march	supplier ratii march	ng jan-
supplier x	1590	7400		4	96
supplier y	200	4000		1	99
supplier z	1500	10000		3	97
material group I rating	3290	21400		3	97



Step 5: The overall supplier rating for a supply/ material group over all suppliers is calculated.

The scores are based on the individual roll ups. For quality for example the scores are based on the consolidation as described in step 1-4.

Supplier	Quality	Delivery	reliability	Flexibility	Runability	Improvement projects
supplier x	96		95	80	80	75
supplier y	99		90	85	90	95
supplier z	97		95	88	92	93
ideal supplier	100		100	90	90	90



Criteria for the supplier audit

The following criteria were derived from the internal interviewing (criteria under *Innovativeness*), the literature study and the external analysis (criteria in the table). These criteria determine the supplier's ability to perform and are not likely to change (dramatically) within the timespan upto three years (minimum frequency of an audit).

Innovativeness

- 1. priority on innovation: measure through R&D budgets and how much % budget is on Unilever's core business (first mover advantage)
- 2. is there a R&D director in the board
- 3. what percentage of the profit (over 3/4/5 years) comes from innovations.
- ³/₄. What is the time to market of the supplier's innovations.
- 4. the global or regional spread of the R&D centre. It I better to have a few concentrated R&D centres than too many over the whole world.
- 4. how many ideas are put into practice, how many launches are still in use three years after the launch (determines the success rate)
- 5. # patents that focus on Unilever's core business and related the # exclusivity agreements.

Versus the # patents on blue sky research

5. education: links with universities, internal training

R& D budget	supplier	high budget available	Percentage close to 1	R&D budget versus turn-over
capability R&D department	supplier	very experienced	high number of product introductions	# of product introductions per year
investment in education/ training	supplier	high investment	high number of trainings	# of trainings per employee per year
investment in technical equipment	supplier	high investment	high %	% turnover invested in new technical equipment
Global infrastructure	supplier	same as custo	mer	global, european, country coverage
capability IT systems	supplier	EDI, e-procurement		linked systems:(in terms of ordering, payment, evaluation)
Environmental policy	supplier	following the trend		how far is the supplier in developing reverse logistics strategies?
maturity of the logistic system	supplier			on-site-stock, bar-code systems, kanban systems, ship to line, SMI (very mature) ship to stock (medium) purchase order/ call-offs

Criteria defined as "good to haves"

The following criteria are defined as "good to haves" (versus "audit criteria" and "must haves"). These criteria don' use available and accurate data and don't directly link into the ESM and UBFE objectives.

Cost of non-	sku	Zero	# Euro	claims (Euro) * number of rejects/
quality	SKu	2610	# Eulo	total number of deliveries
case-fill rate	sku	100% in	% in full	total case items received on time/
Case-IIII Tale	SNU	full	70 III IUII	total case items ordered
line-fill rate	sku	1	% in full	total line items received on time/
line-illi rate	Sku	ifill	76 11 U	total line items received on time/
and of you	aleur		Zero	
cost of non-	sku	Zero	Zero	claims (Euro) * number of
logistics				deliveries concerned/
performance		1	4000/	total number of deliveries
service/	supplier	. —	100%	# times appropriate support/ #
technology		support		times support requested
support				
Management	supplier	high commi	tment	# times the management shows
commitment				up/ # total number of meetings
				(per period)
Communication	supplier	-		Reachability from supplier #
		communica		attempts/ # contact over a certain
· · · · · · · · · · · · · · · · · · ·		tion		period
number of	sku			number of corrective actions/
corrective			actions	total number of rejects
actions				
responsiveness	sku	minimise	# days	number of days before supplier
		the		offers a solution
	l	number of		
	•	days		·
No invoice	Sku	Minimise	# Euro	Value from differences in invoices,
errors		the invoice		and delivery dockets
		errors		
responsiveness	sku	100%	Percentage	# times that the supplier can meet
•		flexible	>=1	
, ,,				
responsiveness (flexibility)	sku	errors 100%	Percentage >=1	# times that the supplier can meet the (rush) requests/ total number of requests