



ABENA backorders down 65%

If hand soap or toilet paper was out of stock, Danish ABENA often found that customers switched to another supplier. After all, which hospital or nursing home wants to run out of toilet paper?

Jane L. Asmussen, ABENA's Tender Manager, used ABC Analyzer to significantly reduce backorder levels.



A few years ago, ABENA was facing an unfortunate side-effect of its tremendous success: Too many order lines, combined with limited warehousing capacity, resulted in too many backorders and too many unhappy customers.

“ABC Analyzer is a very hands-on and easy-to-use software. Categorising products took no time at all”

Focus on AA

Using ABC Analyzer, ABENA was able to identify the company's core products, the AA products, based on number of sales lines and cost values.

These AA products were earmarked in all the company's systems to ensure that they were given the highest priority by buyers as well as the logistics and goods-in departments.

Even the salespeople noticed a change

"Our salesforce noticed the improvement instantly, and rather than dealing with backorders, our 50-strong customer service department can now devote its time to generating new sales, providing advice to customers and other value-

adding activities," explains Jane L. Asmussen.

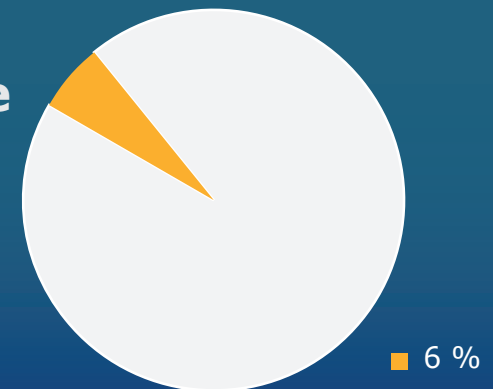
Goodbye Excel

In the past, ABENA had a go at developing Excel-based tools for managing its extensive product portfolio, but ABC

Analyzer really cut down on development time. "ABC Analyzer comes with a number of extremely valuable functionalities such as data slicers and KPI dashboards, which we use daily to perform unique product analyses," says Jane L. Asmussen.

ABENA outperformed the 80/20 rule

A stronger focus on just 6% of ABENAs products led to an impressive reduction in backorders.



What did ABENA do?

Objective: Reduce number of backorders without increasing warehouse stocks.

Solution: Purchasing department identified core products (AA). Purchasing and warehousing routines were changed to avoid back-orders for core products. Other products were accorded secondary status.

Result: A 65% reduction in back-orders realised in terms of order lines. Significant increases achieved in customer and employee satisfaction.

About ABENA

ABENA is a supplier of nursing products, incontinence products and a range of hygiene-related consumer products.

ABENA in numbers

- 22.000 products
- 1.500 suppliers
- 80.000 Danish customers
- 1.300 employees
- Revenue of DKK 3 billion
- 99 % security of supply
- 2.800 orders a day
- Exports to 60 countries
- ABENA has used ABC Analyzer since 2009