



news from the CROW'S - NEST

Issue 2

TallShips Solutions Newsletter

TallShips helping to keep stock moving at The Warehouse



The Warehouse is one of New Zealand's retail success stories. A family business started 20 years ago now has over 70 stores nationally, and expansion plans for Australia. An essential element of this success is efficient stock distribution and that is where TallShips Solutions have proved a winner.

Colby introduced TallShips to The Warehouse when they were investigating warehouse management systems for their purpose built distribution centre on the North Island of New Zealand. At the outset the DC had to be capable of handling both immediate and future requirements.

After a world wide search they chose the TallShips warehouse management system. It operates with flying colours in a demanding environment. The Warehouse distribution centres, in Auckland and in Christchurch on the South Island, are considered the most sophisticated and efficient warehousing operations in the country.



The North Island DC, covering some 580,000 sq. ft. is fully mechanised and automated. TallShips worked closely with Colby, who installed the accumulation conveyor and high-speed sorter, to ensure the WMS would handle both current and future stock volumes.

"TallShips assured us they would provide ongoing support and we were confident that their WMS would perform as required," said Mr Chris Brownlee, the National Distribution Manager at The Warehouse. "It has certainly lived up to our expectations."

When the DC first opened 35 containers were processed each week. Today up to 250 containers are processed weekly. The Warehouse retail outlets are stocked daily so the majority of the containers are cross-docked with the remaining stock being stored for replenishment. There are over 20,000 storage locations and as many as 6,000 TEU's (each TEU is the equivalent of a 20' container) are processed per annum.

At point of sale, stock information is transferred to the host system and orders are created for each store. The WMS, which is linked to the host system, then kicks in enabling pick labels to be produced and orders processed. Information on stock movement is available in real-time at any point of the process.

On average between 2,500 and 3,000 pallets are despatched weekly with up to 9,000 at busy

times. They are delivered to stores by The Warehouse's own seven distinctive trucks and several contractors.

Chris said that the success of both DCs lies in the preparation work completed prior to selecting a system. "We prepared a detailed flow chart illustrating how we wanted the system to work. We clearly saw each function, where that lead to and got the right answers."

They projected requirements 10 years on, checked what other mass merchandisers in the world were doing, and put a great deal of effort into stock handling functionality and staffing ability. As a result, the WMS has more than met expectations.

"Fundamentally nothing has changed as volume has increased. We've just added things to improve the operation and to handle different stock configurations. The system is user friendly, easy to understand and robust."

Chris says that TallShips has been responsive, and their ability to add content and point out the pitfalls of some changes, has made everything flow smoothly. "There have been no communication problems despite the fact TallShips are located in Sydney. They are in touch with our aims and operational requirements, and the volume and data integrity of the WMS has contributed positively to the business plans of The Warehouse."

TallShips helping in manufacture of Aluminium Window Framing



Capral Aluminium in New Zealand are using TallShips Solutions Tolas system in the Nu-Look division of their aluminium window framing facility in Auckland to assist with stock and inventory management. With hundreds of aluminium profiles and 750 stock lines of various shapes and lengths, it is essential that they know exactly what is available so that they can fulfil orders received from 60 franchisees around the country.

Capral Aluminium is the largest aluminium extruder in Australasia, supplying both the residential and commercial markets. The Nu-Look division is considered an aluminium joinery market leader commanding over 90% of New Zealand's new home market and more than 80% of the renovation market.

The properties of aluminium ensures low maintenance and its durability means that painting window frames is unnecessary. This, combined with the fact that New

Zealanders favour individuality of design when it comes to window framing, makes it easy to understand why Capral are so busy.

Property owners visit a Capral franchise operation where they select the window configuration they want and choose from a range of around 100 colours.

The franchisee then places the order with Capral who schedule manufacture according to despatch, colour and profile requirements. The volume is such that two shifts are required to maintain a 5 day lead time with production schedules being launched every 24 to 36 hours. To cope with this, the WMS needs to be flexible and capable of handling the various manufacturing schedules.

The first step in the manufacturing process is selecting the required aluminium profiles from stock. These are then cleaned before being powder coated. Generally, light colours are processed before

darker colours unless there is an urgent order. After powder coating the aluminium lengths are fired to give a flawless, tough finish that provides protection against New Zealand's extreme climate. The final step is collating lengths ready for shipment.

Handling these different lengths of metal created some challenges for TallShips but a solution focussed attitude ensured the system did all that Capral required of it.

System support is from Capral's head office in Sydney, with TallShips being called upon as needed. It is TallShips expertise in adding to applications that gives customers like Capral real implementation value and while they were initially reluctant to use an Australian supported system, long distance support has not been an issue.



Serial Shipping Container Codes

Use of serial shipping container codes (SSCC) is becoming increasingly popular across the supply chain as companies demand more information from their suppliers regarding the make up of pending shipments. This enables better tracking of goods in-transit and easier checking and receiving of goods when they arrive.

In their most basic form, SSCCs represent a code which is unique to the supplier (generally for a pallet but often for a shipping container or a carton). Embedded in this 20 character SSCC are the supplier's own 7 character UCC Ship ID and a unique 9 character number for that supplier.

Often accompanying SSCCs is an Advanced Shipping Notice (ASN), allowing easy receipt of goods as the contents of each SSCC (container/pallet/carton) is already known and already has a unique ID. Sometimes the pallets may need to be consolidated/deconsolidated on arrival but in many cases, the SSCC can become the ID used to store the goods.

In their more complex form, SSCCs have further codes tacked on which may define more information about what the SSCC contains – for example item code, weight, quantity etc. TallShips currently have several clients using SSCCs for varying reasons. One simply uses them to assign a unique ID to each pallet shipped so that they can be tracked in-transit by the transportation provider. Another uses them only for full pallets where the item code and quantity are embedded in the SSCC as well. Yet another uses the full functionality of SSCCs by sending ASNs electronically.

When looking for a Warehouse Management System (WMS), it is becoming increasingly vital that the system chosen has the ability to both receive SSCCs in conjunction with inbound ASNs (to both the pallet and carton



level) and to produce SSCCs when picking/shipping to be used in conjunction with outbound ASNs (at both the pallet and carton level).

TallShips Powerhouse/ WMS, has had this functionality designed into the system from inception.

RF Bidding

TallShips have recently facilitated the annual Charity Dinner and Auction run by the ASX-Reuters Charity Foundation. The event is conducted at the Regent Hotel and this year raised around \$600,000 which is distributed to six worthy charities.

TallShips developed the software four years ago to specifications provided by the AAP Group. Each year the AAP Group gives permission for the ASX-Reuters Charity Foundation to use its software in order to run a 'Silent Auction' throughout a dinner, which is the final event in a fundraising Charity Golf Day.

Each year TallShips takes on the dual roles of Integrator and Facilitator for the auction. The auction uses around 30 hand held RF terminals, a database server system and three display systems. TallShips configures and tests the equipment prior to transporting it to the Regent Hotel where it is set up and tested again ready for the evening. TallShips then ensures that the system remains functional throughout the evening.

During the evening volunteers from the benefiting charities collect bids from guests and enter them using the RF terminals. Guests are able to keep track of the bidding for a specific item by looking at large display screens positioned around the ballroom.

These screens scroll constantly throughout the evening to show the current highest bid for each item and the total amount raised. If a new bid is the highest for a particular item, it replaces the previous bid and the amount and name of the corresponding guest are displayed on the large screen.

At the completion of the auction the highest bidder for each item is notified.

During the past four years over \$3 million has been raised for the benefiting charities.

SIGNIFICANT TALLSHIPS IN HISTORY

T H E R O E B U C K



"The Roebuck" a sepia etching by Geoffrey C Ingleton. By permission of the National Library of Australia and graciously by Mrs Ingleton.

Renowned sailor William Dampier recorded a checkered history in a book he wrote in 1697 called "A new voyage Round the World". These tales of his buccaneering and sailing adventures were an instant success and won him acclaim amongst English society and the world of learning. Enough for him to gain command of what marked the first official English exploratory initiative into the Pacific since the end of the sixteenth century.

He sailed aboard the 96 foot *Roebuck* which was, unfortunately for Dampier, ill-equipped and poorly crewed when it left England on the 14 January, 1699. Nevertheless, it took Dampier by way of the Canaries and Bahia to Western Australia where he arrived in late July. This was the first British voyage of discovery, mounted by the Admiralty with purely geographical and scientific objectives.

Sailing northward to a group of islands now known as the Dampier Archipelago he put in at Timor for much needed supplies before sighting New Guinea on 1 January, 1700. Sailing off its northern coast, he discovered the islands that lie to the north east and not identifying them as consisting of several large islands, he named them all New Britain. He was forced back to Timor by the state of his ship, passing through Dampier Strait, arriving at Timor in May and went on to Batavia.

On the way home the rotten *Roebuck* developed a leak and sank off Ascension Island in February 1701. Fortunately,

Dampier and his crew survived the experience and were taken back to England by visiting merchantmen.

Dampier was a remarkable man. He circumnavigated the globe three times and through his successful books brought detailed accounts of the 'Great South Seas' and 'Terra Australis' to the people of England.

His maritime strategies aroused national interest and made the initial steps of discovery in that region upon which Britain achieved such success in the eighteenth century. For his time he was unique in applying an enlightened and methodical approach to recording the lands he visited, and he provided exotic material to satisfy the appetite for research in his country. His chronicles on world hydrography and seasonal winds were to remain recommended reading for mariners of both the eighteenth and nineteenth centuries. And, the books he wrote proved a source of inspiration to other writers.

Rear-Admiral Burney - Historian 1750-1821 said "It is not easy to name another voyager or traveller who has given more useful information to the world".

Information sourced from "A Voyage to New Holland - William Dampier" published in 1981 by Alan Sutton Publishing and "Who's Who in Pacific Navigation" by John Dunmore.



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