

Altered:

Fast and efficient logistics and order management for Altered

Altered is a start-up company, based in Stockholm, which has a revolutionary product that saves up to 98% of water consumption from an ordinary water tap. The company has developed a product that has gained an outstanding impact on an international market. In just six months the first orders have come from more than 110 countries.

Highlights

Advanced solution implemented rapid, supporting today's need as well as the requirements going forward supporting a global distribution via many different channels

Challenge

Get the logistics to work efficiently and being cost effective when launching a new product on a global market

Be able to set up a simple web shop and easily manage different order formats from various sources while optimizing the distribution.

Result

Extend's web shop and order management platform implemented to get full control and efficient administration enabling rapid growth under control and low overhead/admin cost. Extend's expertise has supported Altered making the right strategic decisions regarding distribution and logistics to ensure the best possible level of service at the lowest possible cost.

"After just a few months we were in need of a solution supporting complex logistics with orders from several different channels and with distribution to bigger parts of the world. Since we still are a small company, the logistics is just one of many puzzles that must work, and we need to work with specialists, and therefore we chose Extend as a partner" - Johan Nihlén, CEO, Altered Company Sweden AB

Automatic control and synchronized inventory

In order to enable fast and efficient logistics and order management, Altered uses Extend's IT application and experience. Extend consists of logistics experts and a professional IT platform that automatically controls and synchronizes inventory, market and order information against multiple partners, channels and markets.

"With a combination of business support of logistics and our application that enables real-time information and built-in logic, we enable for Altered to be in control over the logistics processes. This creates real-time operational intelligence in order to make better decisions, and to optimize and develop their business." - Mathias Bredin, Head of Sales and Marketing, Extend

In order to efficiently collect orders, the solution includes both a web shop for end-customers, partner portals to larger customers and smaller retailers, manual order handling and if requested an EDI exchange for the largest retailers. Real-time control of all inventory and order flows creates accurate delivery estimates regardless of how it enters the system. No individual customer can accidentally purchase the entire inventory at the expense of several other customers' delivery guarantee. The system can also create direct deliveries for certain customers or over certain quantities.



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"In our current phase of rapid growth, where demand is greater than both supply and production, it feels good to automatically and in real time be able to calculate when a customer order will be delivered, knowing that we will meet that delivery date"
- Mikael Abbhagen, Design Director, Altered.

The importance of flexibility and efficiency

Extend's expertise in logistics has also been used by Altered to ensure a cost-effective solution.

- Strategically, Extend has supported Altered to find the most cost-effective and fastest way into different markets, as well as enabled multi-channel sales.
- Tactically, Extend's experts have negotiated favorable stock agreements as well as transport and distribution agreements that also support an efficient administrative process. The need for manual administration is minimal, which is a requirement for Altered to be able to handle all orders without having to build a large organization.
- Operationally Extend has supported Altered with data collection and set-up of the webshop.

For a cost-effective and fast implementation, Extend's interface and functionality are used, supporting all current needs both for B2C and B2B as well as partners. In the long run, more warehouses and sales channels will probably be integrated.

"Extend's platform is flexibel, and the fact that we only pay for what we use is important for us in our growth, but at the same time we have all the functionality needed for our global expansion as volumes increase." - Johan Nihlén, CEO Altered Company Sweden AB

