

Solar optimizes its customers' business with Extend Commerce



About Solar

Danish Solar was founded in 1919 and has been using Extend's Consignment Storage and Vendor Managed Inventory (VMI) solution since 2016. Solar is one of Europe's leading Sourcing and Service companies with electrical, plumbing and ventilation activities. The core business consists of supply, services and optimization of their customers' operations. Solar offers customized services and products to streamline daily processes.

Danish Solar made it possible to offer both consignment stock and Vendor Managed Inventory (VMI) for its customers, using Extend Commerce. This resulted in increased customer proximity, improved service levels for warehouse items and reduced capital tied up.

"With Extend'Commerce platform, an entirely new dimension of flexibility in our way of meeting customer needs has emerged" - Oscar Fredell, Vice President Sales Industry, Solar

Challenges and solutions

Solar's challenge was to find a simple and scalable solution that allows for control and optimized capital tie when many more storage points, which are additionally available at the customer, are added.

The solution consisted of integrating Extend Commerce powerful and cloud-based software with Solar's SAP system, as well as utilising Extend Commerce flexibility to control all new storage points and its replenishment through simple interfaces.

The Extend Commerce platform enables Solar to offer solutions to streamline its customers by maintaining supply chain concepts consignment stocks and VMI. This occurs, for example, through the ability to handle purchases from another supplier, or to store the customer's products, control-led by Solar.

"It was incredibly stimulating when we started VEAB, one of the first customers to use the VMI concept, and saw great profits and a really satisfied customer. Instead of ordering goods, Solar took over VEAB's warehouse, which led to a win-win solution" - Martin Fransson Founder Extend Commerce and PM for Solar.



Flexible and scalable system

Furthermore, Solar optimizes its customers' activities by minimizing disturbing elements throughout the flow, thanks to control and the ability to see where the stocks will be and how many products should be in the flow. Solar saves time on material planning by delivering the products and ordering them in due time.



"Extend Commerce has a flexible system that is scalable and adaptive for each customer. We looked for such a system a long time. And now we feel we've found the perfect partner in Extend. We need to let go of control, and want someone we can trust." - Oscar Fredell, Vice President Sales Industry, Solar

An important part of Solar's development is to improve service to its customers, partly to make sure to get customers and partly to increase the margin.

"We need to spend much less time getting Solar's stuff, since it occurs automatically." VEAB (customer of Solar using VMI)

Through the cooperation with Extend Commerce, Solar's work towards satisfied customers has accelerated through the ability to meet different customer requirements, whether it's a customer's desire to work integrated or to handle everything through Extend Commerce user-friendly application to simplify the creation of new inventories. The solutions also make it possible for Solar to work uniquely towards its customers, regardless of where the warehouse is located and that Solar is accessed by the information that the customer shares (via Extend Commerce).

"It has been a challenge to develop a concept to meet customer demands as efficiently as possible and to standardize that process. We are incredibly proud of the concept we have developed with Solar" - Martin Fransson Founder Extend Commerce and PM for Solar.

