

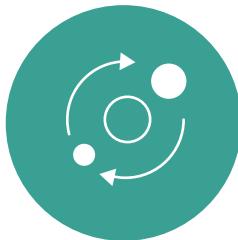


**THE IMPLEMENTATION OF  
ELECTRONIC DATA INTERCHANGE  
AT UNILEVER**



## ABOUT UNILEVER

Unilever is a British-Dutch company founded in 1930. Numerous products are sold in 190 countries around the world. Many of its commercial brands are leaders in global or local sales, or leaders in their category. Since 1991 the company has been operating on the Russian market, and in 1993 it made its debut on the Ukrainian market. It currently employs 174,000 people, 7000 of which in Russia.



UNILEVER –  
A COMPANY  
WITH 85 YEARS  
OF EXPERIENCE

ONE OF THE GLOBAL  
LEADERS  
ON THE GROCERY  
AND HOUSEHOLD  
PRODUCTS MARKET

THE COMPANY  
IS REPRESENTED  
IN 170 COUNTRIES

ONE OF THE THREE MOST  
RESPECTED FOODSTUFFS  
MANUFACTURERS  
IN THE WORLD



## SITUATION BEFORE THE BEGINNING OF THE PROJECT

Since the moment of entering the Russian and Ukrainian markets in the 90s, the company has undergone many major changes, resulting in a significant increase in production and the volume of imported goods. The rapid pace of development and a wide spreading of Unilever products in the country caused the company to optimize its cooperation with its partners, which contributed to the implementation of electronic documents (EDI).

## SOLUTION

---

Unilever is one of the first companies that have decided to use electronic documents to facilitate cooperation with retail chains. The company uses a variety of document types, such as ORDER, ORDRSP, DESADV, INVOIC, INSDES, OSTRPT, RECADV and PRODAT. As one of the first in Russia it has also implemented an electronic invoice that meets the requirements of the FR legislation.

Since 2007 in Russia, and since 2009 in Ukraine Unilever has been working with Comarch to organize electronic document circulation between the company and retail chains. The company joined the Comarch EDI platform via AS2 communication protocol using the optimal system for its document format. In addition to the integrated connection, Unilever employees use Comarch EDI WEB to work with electronic documents on a daily basis.

The next step of our cooperation was the implementation of the solution improving order management process from distributors. It was directly integrated into the existing ERP system, which allowed many partner companies to quickly receive information on Unilever's range and prices and subsequently place orders. All these activities are carried out through a special web-portal. Types of documents such as ORDRSP, ORDER, Price List, Material Master were implemented.

Convinced of the advantages of EDI technology, which allowed for the optimization of the process of preparing documents and improving work in certain departments of the company, Unilever decided to automate the exchange of information with their logistics operators. The main objective of the project was to reduce the time required for manual preparation of documents, increase accuracy and improve work in warehouses.



## EFFECTS

---

Convinced of the advantages of EDI technology, which allowed for the optimization of the process of preparing documents and improving work in certain branches of the company, Unilever decided to automate the exchange of information with their logistics operators. The main objective of the project was to reduce the time required for manual preparation of documents, increase accuracy and improve work in warehouses.

## BENEFITS

---

<p><b>Limitation of time</b> for preparation of documents</p> 	<p><b>Fast and accurate communication</b> of business information</p> 	<p><b>Optimization</b> of the whole logistics process and effective inventory management</p> 
<p><b>Freeing resources</b> to perform other tasks</p> 	<p><b>Reducing the number</b> of incomplete deliveries arising from the delayed receipt of information</p> 	<p><b>A significant reduction in costs</b> associated with the transfer and storage of paper documents</p> 

“

By implementing EDI solutions we can realize more than 80% of orders electronically, which allows us to increase sales without hiring additional staff. The ability to send documents such as ORDRSP, DESADV, INVOIC and electronic invoice with a digital signature has improved the quality of our services. The implementation of electronic document circulation between our company and logistics operators greatly improved our operations by synchronizing key data, reducing the tasks performed manually, increasing the accuracy of orders, reducing the time needed to develop and transfer documents.

**A. Gużwin, Implementation Manager, Unilever**

## ABOUT COMARCH

Comarch is a technological company that has been engaged in the optimisation of business processes for 22 years. The company's portfolio includes systems for electronic data interchange (EDI). Comarch EDI is a B2B platform, which provides a competitive advantage by a fast and secure data exchange with business partners. The solution provides the automation of data processing throughout the supply chain: from the procurement process, through the logistics, to invoicing and payment processing. Comarch EDI enables savings to be made and compliance with legal and ecological requirements. Among the clients who have trusted Comarch are the largest retail chains (e.g. Metro Group, Tesco, Carrefour, Leroy Merlin), FMCG companies (e.g. BIC, Johnson & Johnson, L'Oréal, Unilever), pharmaceutical companies (e.g. GlaxoSmithKline, Sanofi) and the representatives of other key market sectors.