

## Company Information

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<b>Headquarter</b>	Malaysia
<b>Industry</b>	Packaging and Containers
<b>Website</b>	<a href="https://pxl.com.my/about/">https://pxl.com.my/about/</a>

We provide one stop supply service to F&B companies and buildings with a wide variety of products. We strive to provide a better solution for our clients.

PXL Marketing Sdn. Bhd. was formerly known as Jems Hygiene Sdn. Bhd. was founded in year 1992 with a collaboration with Mr. Tan Kim Kee and his partner. Those days, Jems Hygiene Sdn. Bhd. served as the sole distributor for West Sanitation Inc. (formerly based in Chicago, IL), which provides services for anyone with public restroom facilities that desire, clean, sanitary, and odor-free fixtures. PXL Marketing Sdn. Bhd. is the sole distributor for Excel Dryer Inc. Other than that, PXL Marketing is also the Master Region Distributor for Southeast Asia for Ceiling Pro International (based in Minnesota, USA).PXL also increased the variety of products in order to be more adaptable in this fast growing economy/society.

# Project Pixels

## PXL Marketing Sdn Bhd



**Project Pixels makes my whole operation better measured, better managed.**

- Cale Lim, Supply Chain Manager -

### Challenges

PXL Marketing faced many challenges, such as difficulties with document processing for sales between finance and supply chain departments. Other challenges included a lack of productivity that required more manual manpower to trace the status of related documents, delivery arrangement and inventory management, and cost inaccuracies for different batches of incoming stock.

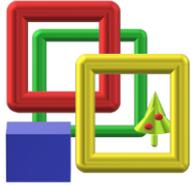
### Solutions

The company required a few key solutions customized for business operation such as relationship maps, payment verification alerts, pick-and-packs, delivery reports, warehouse management and stock allocation, and a cost evaluation method by batch.

### Outcomes

Processing flow and supply chain productivity were enhanced by almost 30%, significantly reducing the need for extra headcount. The delivery schedule is more systematic since the implementation of Project Pixels. With the capability of data extraction and delivery planner, repeated deliveries to the same location are heavily cut down, and in the long run, saves cost to maintain competitiveness. Document linkage helped our purchasing and warehousing data to align, ensuring advanced planning and forecasting. Receiving information is well documented across different departments to ensure continuous communication of workflow. PXL Marketing will always strive for excellence in every aspect of our business endeavours to improve our market position.





# Partner Information

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**SMBS Solution Sdn Bhd**

**Project Implementations and Customisations**



**Prompt (user) response and speedy set-up.**

- Lai FK, Project Director -



# Business Challenges and Objectives

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FMCG B2B industry revolves around fast-paced ordering and inquiries. It was challenging to incorporate all respective departments (Sales, Finance, and Supply Chain) when processing documents. Operational processes were tardy, which required several headcounts to fulfil the manual work from checking order status, goods reject/return, delivery schedule, and stock allocation. As a consequence, it was prone to human error in every stage of operation, and increasing manpower would not eliminate errors. Additionally, sales order confirmation involved manual processes. The Finance Department was required to cross-check with bank transactions to verify payment. After that, they needed to update corresponding departments via manual communication. Additionally, the aforementioned must be completed on time to ensure prompt delivery.

Management of insourced warehouse and the logistic team concerning delivery was solely sorted with manual paperwork, easily leading duplicate driver assignments or deliveries on consecutive days to the same location. This was due to multiple delivery orders being processed separately, affecting the efficiency of cost and productivity. The compilation of different purchase orders for the same product was nearly impossible for inventory level, causing inaccurate stock allocation and shortage, negatively impacting customer relationships.

Inventory cost tracking was a major pain point with the previous accounting software. The cost for the same product varied from batch to batch due to logistic fees, import duty taxes, etc., such as for gloves and face masks due to the pandemic. The incapability of such documentation in variation would cause misinterpretations in costing. It impacted inventory efficiencies and posed risks to our cost to profit margin.

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As a by-product of expansion and operational cost increase, Project Pixel was launched as a core solution to bridge different departments to ensure enhanced productivity and documentation tracking.

Communication across departments was always inefficient due to human error. By launching Project Pixels, we aimed to connect related departments with relevant information such as the payment information, sales order information, and inventory level in real-time.

Before Project Pixel, the productivity of the operation team was below 60% due to efforts spent inefficiently on diverted tasks, such as cascading information from colleague to colleague and monitoring inventory levels manually. Since all data is well documented on the SAP system, internal queries about sales order or payment verification have been greatly reduced, increasing the productivity of the operation team substantially by about 30%, especially in our Supply Chain Department. It has always been one of our prime objectives to reduce our Operation Team's manual work and provide the needed tools to achieve their duties.

It has been crucial for our company to comply with ISO9001:2015 on our purchasing activities as we have shipments from local and overseas vendors. Inventory levels were difficult to keep track of, and manual paperwork was piling up. With Project Pixels, SAP has helped us document our activities which ultimately eased the Procurement and Supply Chain Department's burden.



## Project / Use Case Details

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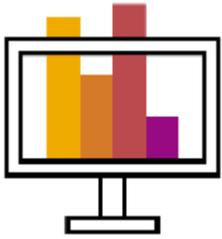
Before Project Pixels, there were no tangible ways to identify and keep track of business prospects. Many were left without follow-up action after the initial proposal. With the CRM and Opportunity Module on the SAP system, segregation and mapping of leads or clients can ensure the sales-related information is stored securely and conveniently for the sales team to strategize and follow up. Our sales team has gained greater accessibility and information such as real-time information on the sales process, stock availability, order status, and aging report. It led to prompt responses and a better customer experience. Order processing across departments has skyrocketed in efficiency as every stage of the operational flow is reflected on the relationship map, easily accessible by relevant departments.

Sales Agents can now trace their order status without having to rely on the backend office for daily reports. The payment verification process has been enhanced as Finance Department would be notified by the sales order on the SAP system thanks to the built-in Automated Notification system. Thus, our finance personnel no longer manually inform the supply chain to process orders. The approval system also granted the ability to authorize different accessibility for different position levels, secure confidential data, and eliminate potential mistakes. As a result, we achieved a reduction of 20% in manpower without compromising productivity or results.

We faced an additional challenge during the pandemic on the fluctuating cost of products in high demand, especially protective wear. The constant change of costs gave our Backend Office additional work to recalibrate the Selling Price of these products. With the Costing Evaluation Method by Batch, we set a Floor Price according to our Profit Margin that enabled our Sales Agent to react to changes accordingly, without relying on constant manual updates by the backend office. This also helped us with our Imported and Exported Goods with constant changing of foreign currency.

Before Project Pixel, our Warehouse Management relied on manual documentation on Purchase Orders and Delivery Orders from vendors. Traffic management was outdated and always caused inconsistent stock levels due to inevitable human error. SAP has now transformed our warehouse management into a systematic and automated way with Pick-and-Pack and Update Delivery Date/Status. Departing Sales Orders are guaranteed with stock availability that ensured a smooth process, minimizing the risk of human error and increasing inventory level accuracy by 40%.

In summary, SAP has helped us successfully and innovatively transform our business operation by digitalizing processes that were once handled manually. We can increase market share and continue with our expansion due to increased productivity and the reduction in operation costs. Effortless data extraction and seamless integration have empowered our Supply Chain Department to conduct forecasts for our exclusive customers to accomplish the company's achievement beyond the industry standard.



# Benefits and Outcomes

## Business / Social

### Business Metric 1:

1. Inventory Management has improved by 40% in terms of accuracy
2. Able to link related documents to trace goods.

## IT

### Business Metric 2:

1. Digital transformation
2. Alert notifications; every stage of the sales order sends out an alert to the respective department to proceed without manual communication
3. Simplified user experience by WebClient and eliminated the need for dedicated IT team support

## Human Empowerment

### Business Metric 3:

1. Supply chain productivity increased by 30%
2. Reduction of 20% in manpower without compromising productivity and results
3. The sales department has better access to sales-related information to work without a pending update from the internal office
4. Customers had a better experience/prompt response from the sales department in terms of quotation, stock availability, and order status

If you have any enquiries, please email [sapbestrunawardssea@in2ideas.com](mailto:sapbestrunawardssea@in2ideas.com)

