



CABLE MANUFACTURING, SMART SRM, SUPPLIER DATABASE, SUPPLIER REGISTRATION, PRIMARY DATA MANAGEMENT

High Voltage Supplier Relationships

Customer Profile

Leading UAE cable manufacturer Ducab is developing a professional and transparent supplier registration portal to ensure productive collaboration. As the preferred cable brand in the Middle East, Africa, and Asia, Ducab's products are available in many prestigious installations and infrastructures, including the world's tallest building, the Burj Khalifa in Dubai. The company witnesses consistent year-on-year growth and adheres to high quality standards for the production

of over 110,000 copper equivalent tons of low voltage, medium and high voltage cables every year. Ducab suppliers are therefore a key pillar in supporting the growth plans. To ramp up its capabilities, Ducab's procurement team needed a professional transparent system platform to evaluate and manage the suppliers.

An Initiative to Find the Best Suppliers

Ducab has to manage its suppliers very carefully in order to deliver innovative products and services together with competitive prices and great on-time delivery performance. To continue to deliver excellence, "Ducab needed to boost its capabilities in terms of managing supplier information and finding and attracting new potential suppliers" says Mohamed Yousif Al Ahmedi, GM, Procurement, Supply Chain and Planning at Ducab. He adds: "Our first initiative was to build a supplier portal to create a credible database for our suppliers to increase the level of engagement that will ensure a sustainable future for the business."

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GM, Procurement, Supply Chain and Planning
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A Successful First Step

Ducab integrated JAGGAER's supplier portal into its website and started a campaign targeting 1,300 suppliers, who are presently doing business with them, to ensure their profiles are completed. "It only took Ducab and JAGGAER's project team one month to implement the requirements, complete fine-tuning on site, and then go live. After two weeks of intensive support, the system is now in place and runs smoothly. We are now looking into interfacing JAGGAER with our ERP system," says Theetharappan Deepan, Manager Business Applications at Ducab. Ducab uses the portal to strengthen supplier relationships and streamline administrative tasks on both sides. For example, suppliers can maintain their profiles, upload critical certificates (ISO certifications for example) and promote their capabilities. This results in time saved for both parties - for example, when a certificate is close to expiration, a notification is generated by JAGGAER. Suppliers and Ducab's procurement team can then take the required action to update profiles and make sure they comply with local and international standards.

More Than Just A Letterbox

The self-registration and automated pre-screening available in JAGGAER enables the purchasing team to collect pre-qualified profiles of potential new suppliers. As Mehran Ibrahim Al Awadhi, Purchasing Manager-Engineering at Ducab says, "Ducab is a well-known company so we wanted to take advantage of enabling suppliers to contact us

when they are interested in doing business with us. But we did not want a 'letter box' where any supplier could just simply send their brochure. We have strict requirements and before considering an application we need to make sure the basic requirements are met. JAGGAER's portal does that for us. Suppliers fill in a structured form and can then select which product from our commodity list they can deliver to us. Based on the answers, the self-registration is sent to the relevant Lead Buyer for review or automatically declined if our minimum requirements are not covered." Ducab's supplier profiles cover many areas from typical information like locations and products to CSR and Health & Safety details. Because JAGGAER is an all-in-one platform, Ducab is now ready to build on a strong Supplier Relationship Management (SRM) database to extend implementation to other processes and modules to strengthen and optimize relationships with suppliers further than ever before!

Bottom Line Results

- ➡ Highly efficient processes along the entire supply chain
- ➡ Relieve purchasing of manual delivery management
- ➡ Shorter processing times and improved results
- ➡ Track order status and item delivery in real time
- ➡ Reduced processing costs for each order thanks to WebEDI integration
- ➡ Strategic supply base management based on specific category structure

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