



“Certipost has proven itself to be a partner that thinks along with us and comes up with a solution that meets our wishes. Certipost doesn’t simply offer a software package but provides a scalable total solution that grows with our needs,” says Marco van der Zalm, Head of ICT at DA Retailgroep.

chemist chain DA expands electronic communication with suppliers

DA Retailgroep, the umbrella organisation for the well-known Dutch chemist chain DA, has doubled its points of delivery to 800. At the end of October 2009, DA Retailgroep took over the chemist activities of Brocacef, thus expanding its retail chain with 100 “Uw Eigen Drogist” shops, which will continue to operate under that name. Additionally, the group now delivers to 300 independent chemists. As a result, the document flows between DA Retailgroep and its suppliers have increased explosively. This communication occurs mainly electronically via the secure Certipost platform.

One of the major supporting services DA Retailgroep delivers is supplying its shops with more than 10,000 different products via its own distribution centre. The company also manages the order process of most direct deliveries to the chemists. Both services require an efficient communication system in order to ensure a smooth cooperation. For many years now, DA Retailgroep has worked with Certipost as a partner for digitising and streamlining its communication with its suppliers – from order to invoice.

electronic document exchange

“Today, we are communicating with our suppliers nearly 100% electronically,” says Marco van der Zalm, Head of ICT at DA Retailgroep. “In practical terms, this means we exchange more than 100,000 electronic documents with our suppliers - from orders and receipt acknowledgements to despatch advices and invoices.”

Over 220 of DA’s suppliers are already connected to CertiONE, the Certipost platform for secure electronic document exchange. “Among them are a number of large companies such as, Procter&Gamble, L’Oréal and Gillette, but we also work with a lot of smaller suppliers,” explains Marco van der Zalm. That is why Certipost has set up two communication channels for DA Retailgroep.



ABOUT DA RETAILGROEP

DA Retailgroep BV is the umbrella service organisation for 400 DA shops, 100 Uw Eigen Drogist shops and 300 independent chemists in the Netherlands. The chain was founded in 1942 when five chemists teamed up together in Rotterdam. Independent business owners play a leading role within the DA group. DA aims to be the chemist providing the best customer service through its expertise and personal attention. This is possible thanks to the combination of a strong national brand and strong local entrepreneurship.

the right solution for each company

For large suppliers, Certipost provides an integrated EDI solution, whereby electronic documents are exchanged directly between the back-office systems of DA and the supplier via the CertiONE platform. Smaller companies exchange their electronic transaction documents via the supplier portal Daportal.nl – a dedicated Web EDI solution created by Certipost.

“This diversified approach has enabled us to standardise our entire communication flow. As a result, we have reduced our error rate and we are working faster and more efficiently. Our administration has become cheaper and our processes are more streamlined and professional”, says Marco van der Zalm.

DA Retailgroep prolongs collaboration with Certipost

At the end of 2008, DA Retailgroep and Certipost evaluated their past cooperation and extended the contract. “Certipost has proven itself to be a partner that thinks along with us and comes up with a solution that meets our wishes. The company has many years of experience within the chemist sector in the Netherlands, which is also of great value to us. Furthermore, Certipost doesn’t simply offer a software package but provides a scalable total solution that grows with our needs,” concludes Marco van der Zalm.



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