



Overview

*Enterprise-wide solutions for the
Consumer Goods Industry*

www.mysunrise.eu



It's our business to support yours.

At Sunrise® we help suppliers, manufacturers, wholesalers, distributors and dealers to gain an advantage in the global consumer goods business by supporting them to adapt to the business trends they face.

Trends business's face today...

Regulation gets worse and more expensive. Public outrage at a slew of government policy failures, the public sector debt crises, and a global sentiment against big business around the world will drive an increase in regulations. Despite promises by politicians around the world for less regulation, a barrage of hidden taxes continue to be imposed by government bodies around the world. In fact, Europeans and Americans pay up to \$1 trillion every year in stealth regulatory taxes. Regardless of political point of view, global adoption of International Financial Reporting Standards (IFRS) and carbon trading proposals will also drive up costs. Organizations must prepare for this continued regulatory assault as elected officials hope the passage of more regulations will result in their reelection.

Consumerization of IT must be enterprise class or businesses will fail. The recent Harvard Business Review post titled, "Coming to Terms with the Consumerization of IT" (CoIT), identifies six factors for the basis of balancing enterprise class requirements. Businesses want IT to be simple, scalable, and sexy. While the pendulum is definitively shifting towards business, Consumerization of IT requires enterprise class IT to ensure technologies to be safe, secure and sustainable. Success requires a natural equilibrium between business needs and IT requirements for key areas such as social, mobile, cloud, big data, and unified communications. If IT is too strict, business fails. If business fails to have a level of discipline in technology adoption, IT can not keep up with the lack of standards and scale. (Image credit: the Intel Channel)



Organizations who master data visualization gain the advantage of speed. New data visualization tools will improve internal and external communications. The convergence of big data, unstructured social and mobile information, and machine to machine data will provide a treasure trove of data for business analytics. However, the flood of data will result in poor signal to noise ratios. Unfortunately, more data does not mean more information. Consequently, data visualization will provide a key tool to efficiently communicate complex information to stakeholders such as employees, customers, partners and suppliers. The systems change the future of work by allowing users to create, share, collaborate, and broadcast new visualization models. In this case, an image is worth an exabyte of data. (Image credit: Fluketworks.com)





New growth comes from monetizing the complete ownership life cycle. The low margins and limited barriers of entry for many products and services force organizations to rethink their business models. In fact, many organizations have painfully discovered that products remain excuses to sell value added services and business model disruption is now a way of life. Consequently, new business models include value added services such as installations, after market warranties, inclusion in communities, and exclusive experiences. New business models also take advantage of new disruptive technologies and the shift to cross channel commerce. Profitability mostly comes from these new value added services, not the product. Thus, the goal shifts from selling products to winning market share in the overall ownership lifecycle.

Social shifts from B2B/B2C to people to people (P2P) networks. Emergence of extremely viral people to people (P2P) networks forever changes the notion of the customer. Adoption of social media, social networks, and mobility drives the death of B2B and B2C as we know it. Why? How we interact increasingly depends on context. For instance, a bad experience at work with a certain brand of laptop bleeds over to the consumer side. A great experience with consumer products has driven the rise of bring your own device (BYOD) to work and Apple's success in the enterprise. As a result, context in the form of roles, relationships, location, business process, time, and other factors determine how we engage. These factors drive the new rules of business based on the rise of people to people (P2P) networks. Growth will come from how organizations manage these new P2P networks to their advantage.



We understand the challenges you face.

Battle for growth must include new global customer bases. Market place competition requires organizations to find the largest base of growing, profitable customers. Competition for top growth status in stagnant developed markets could result in a strategic mistake. For example, in the burger wars, Wendy's has gained market share on Burger King in the United States. At first glance, Burger King may seem to be failing. However, Burger King's recent efforts focus on rapidly growing markets in Latin America and Asia Pacific. Why? They plan to grow in the 18 to 34 age segment. More importantly, the US market is a shrinking market while the emerging markets provide a green field alternative for fast food and high level growth.

Strategic differentiation begins with great design. Strategic differentiation provides a desired reputation, creates a defensible competitive advantage, and influences preferential behaviors in the value chain. In a market of rapid commoditization of products, shrinking product cycle times, and global delivery of services, organizations can barely create and sustain market differentiation. However, experiential design provides a tool for greater strategic differentiation. Organizations who invest in differentiation and integrated systems thinking can improve their brand value. Differentiation tools include positioning strategy, design thinking, and innovation program that drive next generation customer experience. (Image credit: Business Marketing Success Inc.)



The corporate digital divide only grows larger. The gap in profits, innovation, and market share will continue to widen between the companies who adopt disruptive and emergent technologies and those who choose to stay the course. In some sense, average is over and organizations who strive for average will fail to survive. Unlike the Occupy movement, organizations should strive to be in the 1%. Why? There's only room for the top 3 to 5 in any market segment. Those in the 99% will crumble under market forces and cease to exist. (image credit: www.neiu.edu)



Market leaders know how to manage their innovation agenda.

Market hype over disruptive technologies such as social, mobile, cloud, big data, and analytics will continue. However, a good number of early adopters have achieved success. Therefore, organizations must not only understand when and which technologies to adopt, but also when and which technologies to pass on. Successful organizations will manage their innovation agenda as a partnership between business, IT, and legal.



The brand remains king (or queen). Organizations with strong brands will continue to command greater margins, larger market shares, survive economic downturns, and higher market caps. Consequently, organizations must redefine, defend, and continue to position their brands. The brand describes a promise to stakeholders. The brand is more than the collection of products or services offered by the company. The brand encompasses an emotional value, an aspiration, and the public face of a business strategy. The brand can be viewed as a person, product, organization, and symbol for the company. (Image credit: Panasonic)

Choosing the right supply chain partner can help you compete successfully.

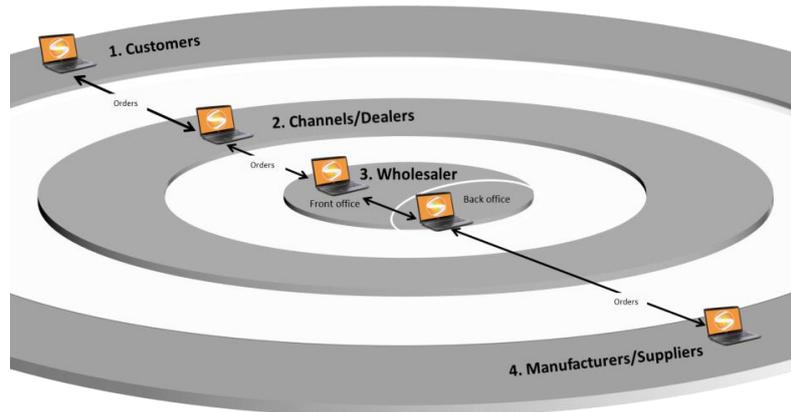
For more than 14 years, we've partnered with consumer goods companies across a wide range of industries to develop, implement and support enterprise resource planning (ERP), supply chain management (SCM) and warehouse management (WMS) solutions designed specifically for the way you do business. Backed by our knowledgeable team and leading technologies, our industry tailored solutions are fully integrated and easy to use. Sunrise® is designed to help you:

- Streamline your operations;
- Reduce your costs;
- Gain improved business-wide performance visibility;
- Capitalize on revenue opportunities;
- Sustain a low total cost of ownership;
- Achieve a fast return on your investment.



Integrated Solutions, designed for the way you do business.

Sunrise[®] provides a fully integrated, enterprise-wide solution designed specifically for the consumer goods industry. Whether you market or manufacture fast moving consumer goods (FMCG) such as toiletries and cosmetics, non-durable goods such as food, wine and apparel, or durable goods like electronics and home furnishings, we have the industry specific capabilities, services and expertise to help you grow your business.



From beginning to end, Sunrise[®] can address your unique operational processes while providing industry specific functionality that helps optimize your business performance, including:

1. CUSTOMERS (B2C, P2P)

- Only a web browser is required.
- Manage orders @ shop, web shop or kiosk
- Multiple payment methods:
 - Cash, Visa, MasterCard, Bancontact
 - Wire transfer, Ideal, Ogone
 - Loyalty credits, gift certificates
- Split payments
- Customer Portal:
 - User profile & settings
 - Order & payment history
 - Invoices & history
 - Logistic track & trace
 - Loyalty program
 - Document management
 - Reporting & statistics
- Inquiries, service & support

2. CHANNELS/DEALERS

- Only a web browser is required.
- Customer management:
 - User profiles
 - Product catalogue assignment
 - Price lists & promotions
 - Campaign & promotion mailings
- Order management:
 - @ shop, web shop and/or kiosk

- Drop shipment / warehouse order
- Back order management
- Order grouping per period
- Delivery scheduling
- Multiple payment methods:
 - Cash, Visa, MasterCard, Bancontact
 - Wire transfer, Ideal, Ogone
 - Loyalty credits, gift certificates
- Split payments
- Print management:
 - Picking documents
 - Delivery documents
 - Invoices (regular or grouped)
- Daily closure management:
 - Payment matching audit
 - Cash position audit
 - Delivered vs. invoiced audit
- Stock replenish proposals
- Stock management:
 - Stock control on premise
 - Stock control associated other channels
 - Integrated central warehouse stock control
- Document management
 - Public and customer specific documents
- Purchase order to wholesaler(s)

- Reporting: customer, product & stock analysis
- Application integration (SOA, JMS, Odata)

3. WHOLESALER

- Only a web browser is required.
- Customer & channel management:
 - User profiles
 - Product catalogue assignment
 - Price lists & promotions
 - Campaign & promotion mailings
- Product catalogue management:
 - Multi-media & - lingual
 - Channel specific
 - Purchase & sales pricing
 - Price types & lists
 - Custom price formula's
 - Country specific tax & import duties
- Bonded warehouse management
 - Logistical product information
- Order management:
 - Channel & drop shipment orders
 - Bonded warehouse orders
 - Delivery planning & scheduling

- Order history
- Multiple payment methods
- Print management
- Invoice management:
 - Multi layout, -lingual, -tax & -VAT
- Grouped orders
- Inter-bonded warehousing
- Invoice history
- Purchase management:
 - Supplier management
 - Supplier product code mapping
 - Dynamic stock purchase proposals
- Reporting & Statistics
 - Tax & import duties
 - Bonded warehouse reporting
 - Channel, product & stock analysis
- Application integration (SOA, JMS, Odata)

4. MANUFACTURERS /SUPPLIERS

- Only a web browser is required
- Supplier portal
- Contract management
- Rebates management
- Document management
- Application integration (SOA, JMS, Odata)

Integrated Solutions, designed for the way you do business.

ePos

- Cash register
- Multiple payment methods
- CRM & loyalty programs
- Orders & invoicing
- Re-stock proposals
- On premise & warehouse stock
- Daily closure audit
- Reporting and statistics

eShop / eKiosk

- Web shop / Web kiosk
- CRM & loyalty programs
- Multiple payment methods
- Advanced attributes and up-sell
- Orders & invoicing
- Stock control
- Document management

eCRM

- Leads & Prospects
- Proposal management
- Contacts & Agenda
- Projects & Resource Planning
- Document management

eReal Estate

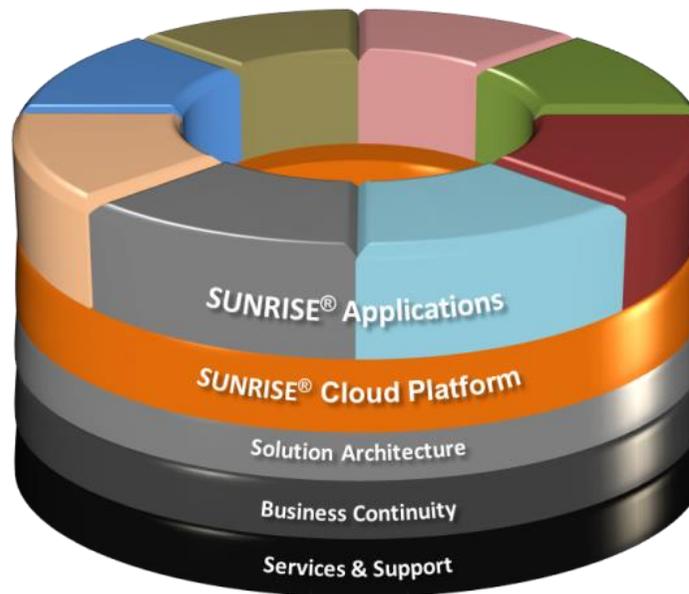
- Property management
- Booking management
- Owner Portal
- Tenant Portal

S olution Architecture

- Service oriented Architecture (SOA)
- .NET framework, MySQL, DB Connectors

S unrise® Cloud Platform

- Multimedia product catalogue
- Multichannel
- Content management (CMS)
- Customer management (CRM)
- Document management (DMS)
- Enterprise Resource planning (ERP)



B usiness Continuity

- Backup online and on premises
- Replication to multiple locations
- 24 x 7 system monitoring
- Secure environment

eLogistics

- Warehouse manager
- Stock location & control
- Picking routes
- Purchase proposals
- Multichannel warehouse
- Multi layout, -lingual, -tax & VAT
- Grouped orders & invoicing
- Inter-bonded warehousing
- Central and drop-shipment

ePurchases

- Supplier management
- Contract management
- Purchase proposal

eBusiness ERP

- Resource Planning
- Product catalogue
- Orders & Invoices
- Accounts payable

eFinance

- Invoicing
- Accounts receivables
- Data link with bookkeeping
- Reports and analytics
- Central customer overview

S ervices & Support

- Consulting
- Product development
- Application exchange
- Standard and extended support levels



Expertise to help, you succeed.



Your immediate and long term success depends on more than just finding the right cloud-based software solution. You need a business partner that understands your industry and unique business needs. A partner that will be there before and after the sale to ensure a successful implementation, support your user community on an ongoing basis, and meet your business requirements over the long haul — with a proven team that will be as adaptable as you are to your changing business needs.

Sunrise's team of knowledgeable professionals is here to support you — from pre-sale to post-implementation — to ensure your immediate and ongoing success. Through our industry focus and expertise, we can provide advice and recommendations on business processes to help optimize the efficiencies of your supply chain, reduce your costs, improve your business performance and maximize your profitability. Working together, we can help you thrive in the competitive consumer goods market while attaining a quick and lasting return on your investment.

Around the clock, around the world, support that makes a difference.

Sunrise's multi-lingual, committed support professionals are available up to 12 hours a day through our Support operations in the Asia Pacific region and Europe. At customer request Sunrise® provides 24/7 support as part of the Premier Support. We'll work with you to identify, troubleshoot and resolve technical issues, provide advice and recommendations on business processes and best practices, and help tailor your solution to maximize your efficiencies and business benefits.



Behind the Sunrise® solution is standards-based, leading technologies that deliver rich functionality and solid reliability for your business:

- **Interoperability** – leverage application programming interfaces (APIs) and our service oriented architecture (SOA) for a seamless, consistent view of data throughout your organization;
- **Performance** – achieve optimal user responsiveness and data storage and retrieval results through our n-tier architecture;
- **Resiliency** – ensure application availability with our inclusive basic monitoring services or our more advanced monitoring, database replication, and disaster recovery solutions;
- **Scalability** – meet your needs today while easily scaling for future growth requirements without sacrificing system performance or response times;
- **Globalization** – extend the reach and usability of your data through our system's built-in localization tools, backed by localized support.



Sunrise, more than a vendor, rather your partner.

Sunrise's sole focus is on ERP and SCM solutions for consumer goods companies. Your priorities are ours. We operate where you do. Our development strategy is driven by your needs — so we bring your industry specific requirements to market faster and in a more tightly integrated manner.

Our professional services teams, from project management to support, are specialists in the consumer goods industry. Unlike providers of more generalized applications, we don't have to learn your industry because we already know it. And we'll work with you to recommend industry best practices to improve your bottom line.



Through our beginning-to-end solutions, we eliminate your need to invest in add-on systems, allowing you to keep total costs down while improving business visibility. Industry specific requirements are integrated within the Sunrise® application. With less need for customizations, you can reduce start up and maintenance costs, improve solution time to deployment, simplify and lower the cost of upgrades, and speed and enhance your return on investment.

With Sunrise® as your partner, you can achieve tighter integration, better visibility and faster results.