



LeadtecTM

Woolworths Selects Leadtec for E-Business

Australia's largest food retailer, Woolworths, knows that an efficient supply chain operation is central to being able to deliver fresh food on a daily basis to millions of customers across Australia.

To ensure the efficient operation of their supply chain, Woolworths deployed their own b2b integration platform to provide real time integration with their suppliers' systems. The platform leverages the Applicability Statement 2 (AS2) protocol for b2b communications, which is a specification for Electronic Data Interchange (EDI) between businesses using the internet.

Leadtec was chosen by Woolworths as one of four current strategic partners for the provision of b2b integration with their supplier community.

Woolworths Senior Business Manager of E-Business Peter Roebers says the retailer chose Leadtec after an extensive evaluation and certification process.

"We decided on Leadtec because it has a proven

track record in assisting suppliers to adopt e-business. Leadtec also provides a strong technical capability with b2b standards," Peter says.

Leadtec has been supporting Woolworths' suppliers in the adoption of e-business standards and technology for more than a decade. Today Leadtec is managing the e-business communications for more than 100 Woolworths' suppliers requiring the management of more than 100,000 business documents per month.

"Clients like Bartter Steggle must have a reliable and high speed transmission of orders to ensure that over 500 direct to store deliveries of chicken are made every day," says Scott Needham, Leadtec Managing Director.

The implementation of the e-business partnership with Woolworths ensures that this is possible.

Woolworths has identified that to get the most out of their b2b platform they need to partner with

Case Study: Woolworths

“Woolworths needs companies such as Leadtec to sit in the middle and build the b2b messaging bridge between Woolworths and our supplier community,” says Jason.



Leadtec InTouch

B2B Supply Chain Solutions
Communications & Integration



Leadtec
InSynch

Product Data
Synchronisation

Leadtec
ABS

Scan Packing
& Logistics



Integration to
Local Software

CLIENT SIDE SYSTEMS

Straight forward tools
and local software
integration delivered
in simple, flexible
modular packages.

companies like Leadtec, who are specialists in the enablement of supplier communities.

Woolworths Senior Project Manager for eBusiness Jason Steiner says technology enablers such as Leadtec are crucial for the success of the Australian b2b e-commerce sector in the future.

“More companies are adopting new technologies to participate in this space, and it is difficult for organisations such as Woolworths to deal with all the technology requirements of these various vendors,” Jason said.

“Leadtec’s approach is to work with our clients to meet their technology requirements for communications and integration standards,” Scott says.

“Different companies have different technology needs and it is our role to ensure that these different technologies integrate seamlessly.”

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