



IBM FORUM 06

Results through Innovation



# Technology innovation delivering a more efficient supply chain at The Farmers' Trading Company

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The Farmers' Trading Company

what makes you \*  
special?

# The Farmers' Trading Company

Farmers will provide an exciting, inspiring department store shopping experience, offering excellent service and delivering on-trend, affordable, quality merchandise for all New Zealanders and their homes.



# Agenda

- The drive for IT system innovation
- New IT systems providing new opportunities
- Aligning the IT infrastructure with the business demand
- Conclusion

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# The Challenge

In 2003 the MIS division was facing some major issues

- Disconnected from the business
- High cost level to run business applications
- Lacking a shared vision
- Difficult to support new business initiatives

And some things we did really well

- Great service levels from production systems
- Highly skilled and committed team

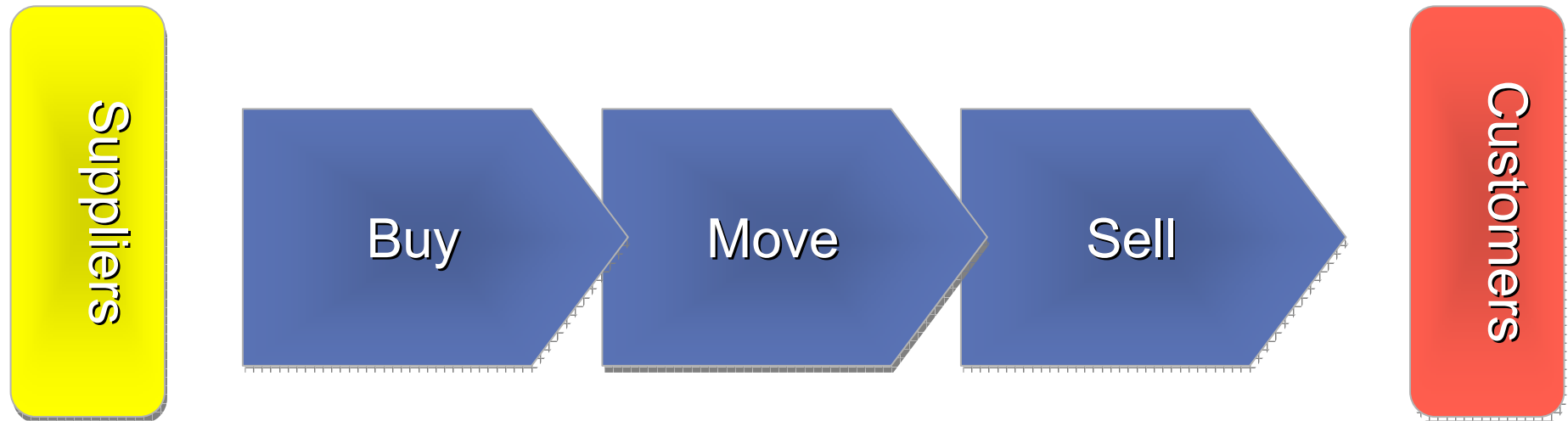
# Farmers IT strategy

Key elements are:

- Back to IT cost benchmark
- Focus on reducing fixed operational IT costs
- Deliver integrated systems and (real-time) view of processes

**mission:** IT working and innovating with the business to continuously improve service to our customers. IT will deliver those services with operational (cost-) excellence and a shared vision.

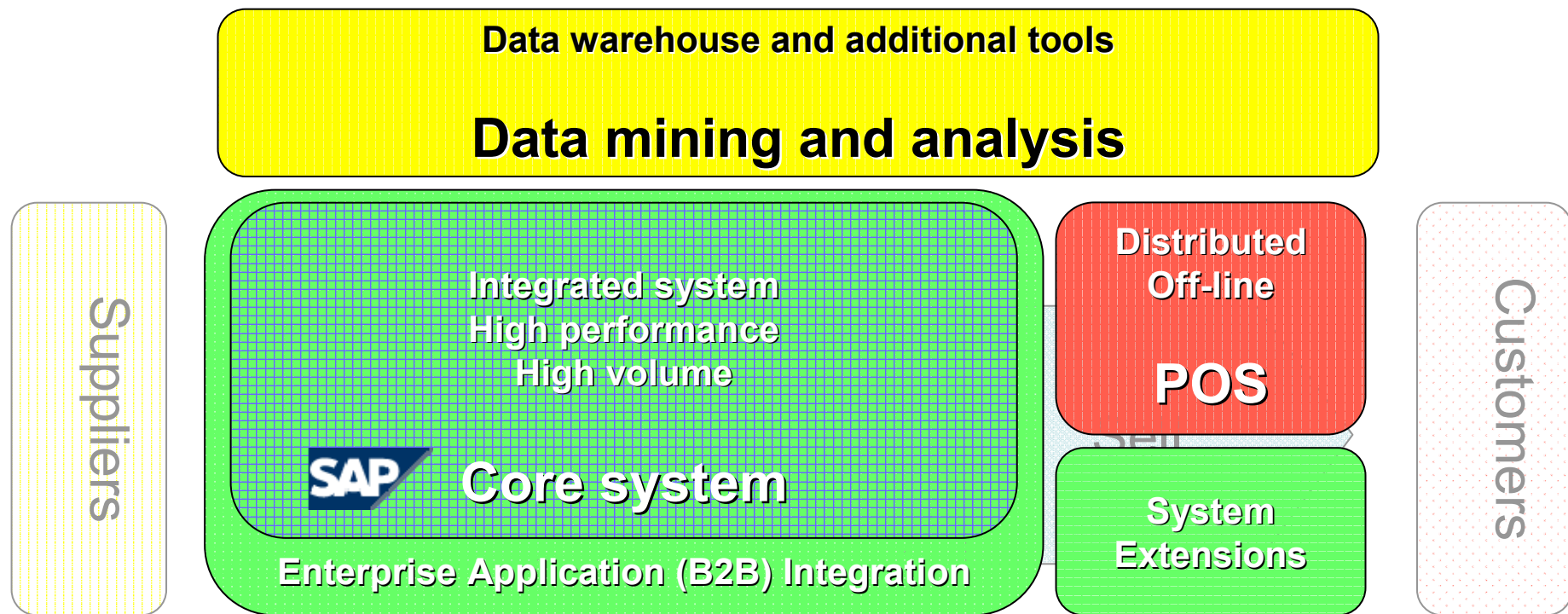
# Farmers' core processes



Situation in 2003:

- Many 'silo' applications on (mainly) IBM mainframe system
- High support costs, both internal and external

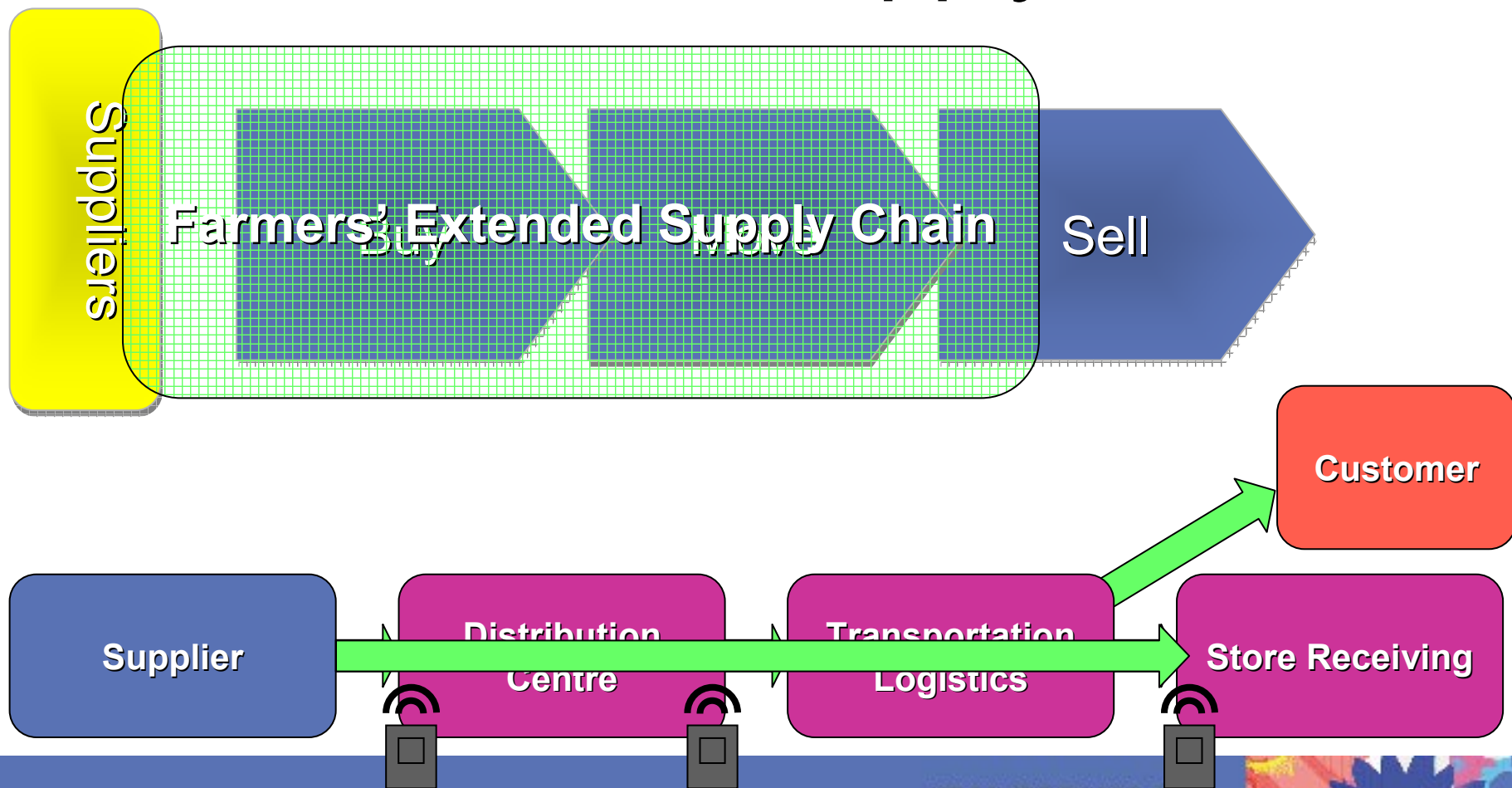
# Enterprise Application Architecture



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# More efficient supply chain



# Continuous Improvement



**Farmers**  
Process and System  
Improvement Team

Process efficiency opportunities are reviewed and prioritised on a regular basis



New releases



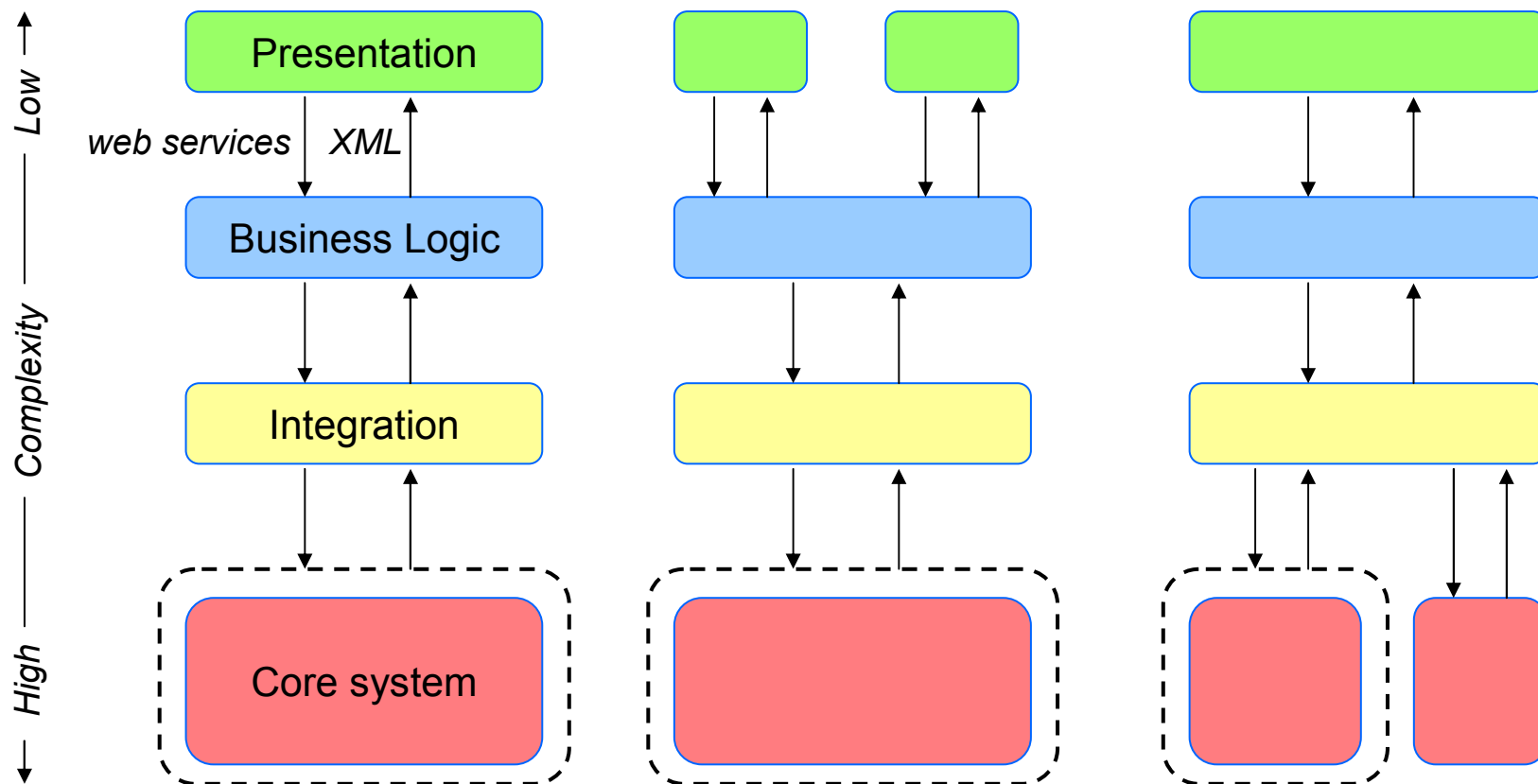
IBM Global Services  
Application Support



# Seamless customer experience



# System Extensions – Service Oriented Architecture



# Integrated view of business & IT: 'Enterprise Architecture'

Business Process Architecture

Information Architecture

Application Architecture

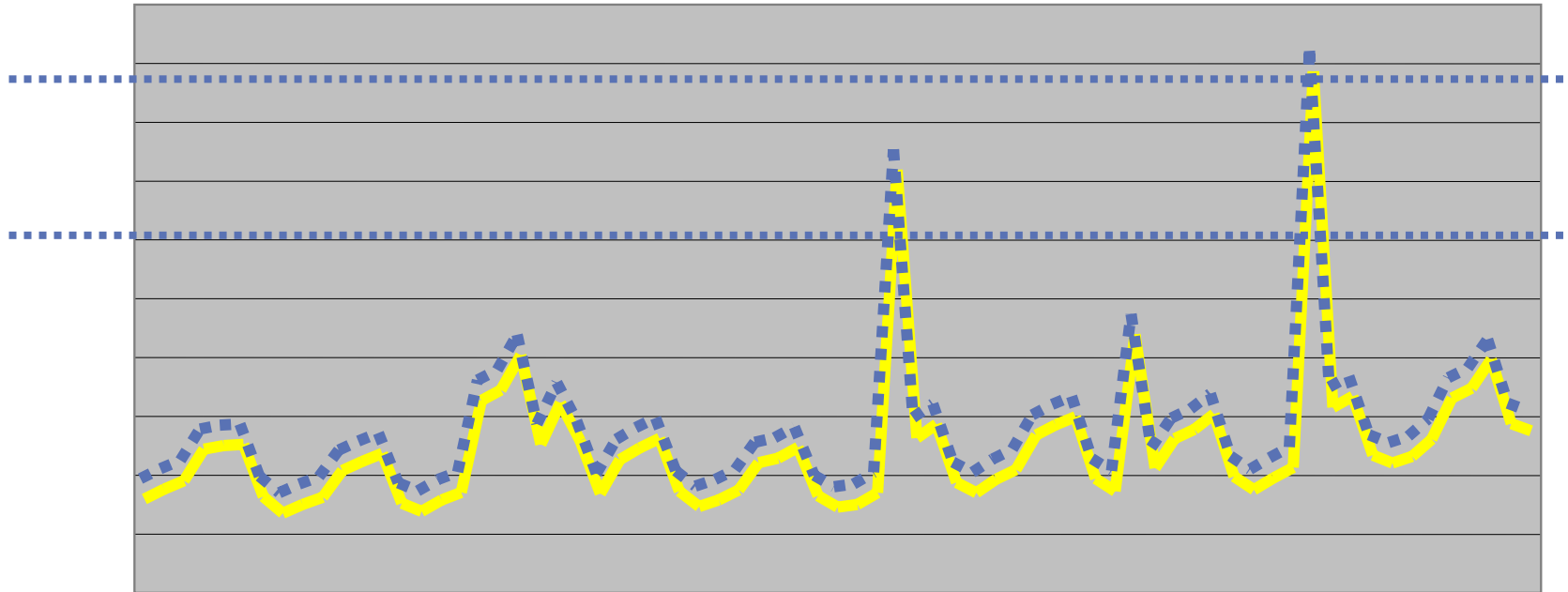
Infrastructure Architecture

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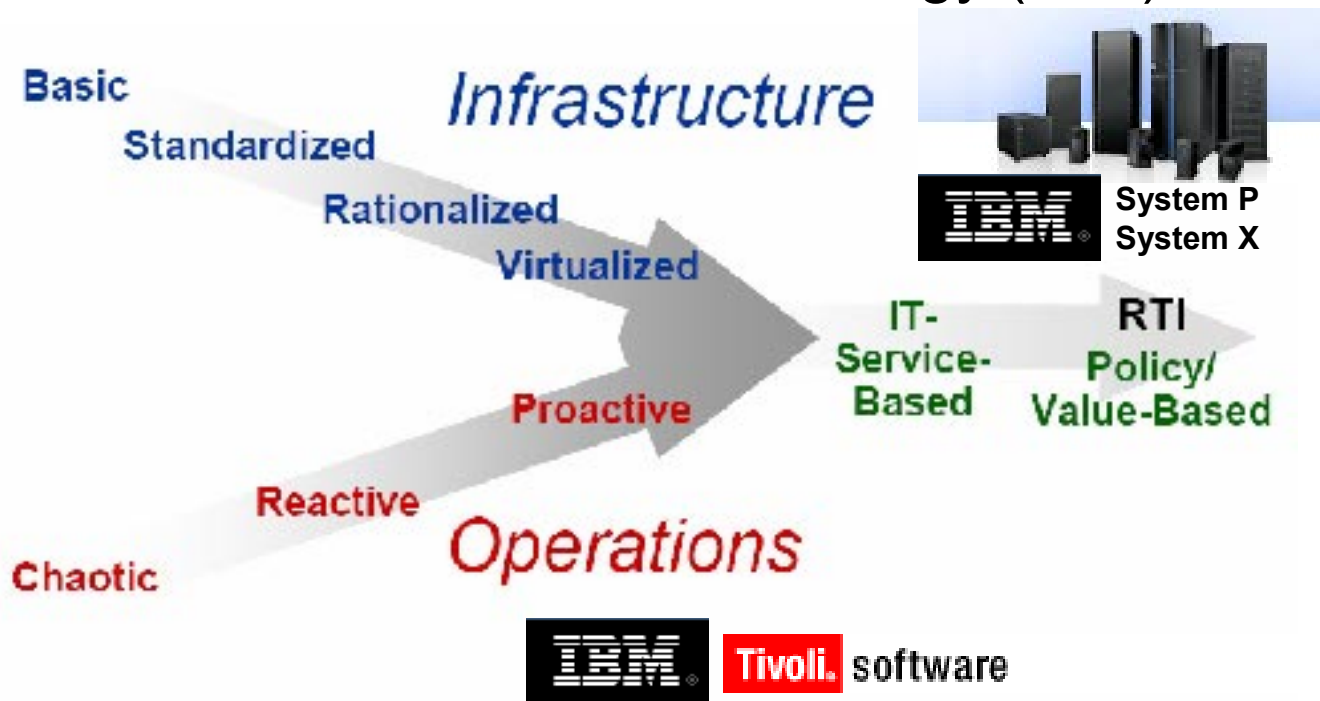
# Real Time Infrastructure

Transactions per day



# IT Service Management

**ITSM:** an innovative vision for the optimal intersection of people, process, information and technology (IBM)



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# Conclusion

**mission:** IT working and innovating with the business to continuously improve service to our customers. IT will deliver those services with operational (cost-) excellence and a shared vision.

New IT systems can help to align IT with business (or is it one strategy?) and create new business opportunities.

You can get started by creating a shared vision and find the right partners to support you on the journey.



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# Thank you

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