



## Norbain secures supply chain deal with TXT e-solutions

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Norbain's new partnership with TXT e-solutions will vastly increase its supply chain efficiency by enabling greatly improved collaborative planning and forecasting in what is a truly global supply chain spanning over 5 continents.

Norbain, a £126 million European distributor of security systems and equipment has selected the software solution TXTDEMAND from the global supply chain vendor TXT e-solutions.

TXTDEMAND, part of the TXTPERFORM Supply Chain Management (SCM) suite, will target efficiency in Norbain's supply network to help cement its position as Europe's leading distributor of electronic security products.

The company currently exports to 77 countries over 5 continents, making accurate demand forecasting and subsequent promotion and replenishment planning imperative. TXTDEMAND's collaborative forecasting capabilities will enable significantly improved co-operation between functions and suppliers and provide the basis for informed decision making to support enhanced supply chain performance.

The scope and depth of functionality within TXTDEMAND will create end-to-end supply chain visibility, leading to a reduction in inventories, whilst securing Norbain's customer service levels in the high nineties, said the company. It will also make it possible to meet the challenges of fluctuating demand in a more efficient and co-ordinated manner. For instance, the control of 'phase-in phase-out' during a product's life cycle positively impacts on sales and margin.

"This project is the result of Norbain's growing success over recent years," says Keith Purvis, operations director at Norbain. "We now have a wider product range and more stocked products than ever before. We pride ourselves on adding value through service excellence and product choice. But to help ensure that our service levels are enhanced while managing this ongoing growth in our product portfolio, we need a SCM solution that can improve our efficiency and decision making through an integrated platform. I firmly believe that our new partnership with TXT e-solutions will deliver these objectives."

### **About TXT e-solutions**

TXT e-solutions S.p.A. is an international software solutions company and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (SCM), and Multichannel Content Management, with products and solutions realised by TXT Polymedia (100% subsidiary). The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 560 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Haarlem, London and New York.