



BRENTech
data systems limited

AWARDS-BA³

**Advanced Wholesale and
Realtime Distribution
System**



Brentech Data Systems Customers



Our customers include some of the largest manufacturers, wholesalers and distributors in Ireland, the United Kingdom and across the globe. These include **Well**, formerly **The Co-operative Pharmacy**, **SIG Middle East LLC**, **Yodel**, **Manor Drug Company**, **Union Food Distributors**, **United Drug**, **Mawdsley Brooks** and **Merit Pharmaceuticals**.

Following the implementation of our leading solution **Well** achieved **97% Service Levels**, improved profitability by **£12m per annum** and can process over **450,000 sales order lines** in a single day.



Don't Take Our Word For It...

"The AWARDS System has been designed around users and managers to meet the needs of the different roles within the business.

The new system has been instrumental in improving the efficiency of our business where we can now serve all of our branches with the same processes and have the capacity to expand in the future."

Grant Sharman, Head of IS Operations,
Well, formerly The Co-operative Pharmacy

Contact Brentech Data Systems...

Brentech Data Systems Limited
3 Ongar Square, Dublin 15, Ireland
Phone: +353 (0)1 827 0650

Phone (UK): +44 (0)121 288 5533

Web: www.bds.ie / www.brentech.co.uk

Email: info@bds.ie / info@brentech.co.uk



Management Information Dashboards

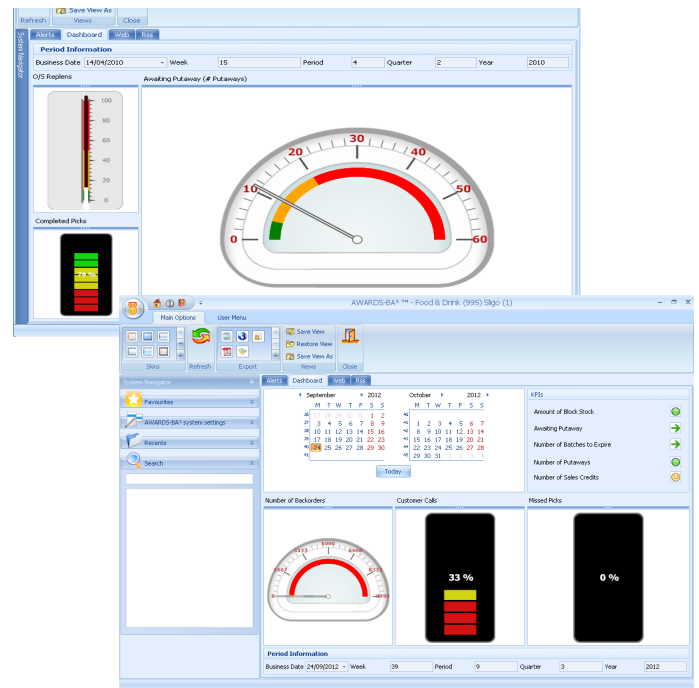


AWARDS-BA³ offers flexible **KPI focused dashboard monitoring** with drill through to the supporting detail, providing easier access to required information.

Fully visual role / user-defined dashboards, driven from the **Microsoft SSRS suite**, provide users and management alike with critical information, allowing business decisions to be made, quickly and efficiently, based on **real-time information**.

Benefits of AWARDS-BA³ Management Information Dashboards

- **Information Visibility** - Information is available 24 hours a day, 7 days a week, allowing instant decision-making capabilities.
- **Greater Control** - The increased availability of information gives the business far more control over future direction and strategy.
- **Better Decision-Making** - Instant access to key KPI's allows for both faster and better decision making.
- **Information Accessibility** - Improved access to crucial information through drilldown capability.
- **User-Specific Information** - Dashboards are both user and role specific ensuring only the relevant user information is visible.
- **Dashboard Customization** - AWARDS-BA³ offers complete customization of the different dashboard types and designs.
- **Faster Issue Management** - Dashboards provide an immediate indication of when there is an issue, ensuring that it gets dealt with and resolved as quickly as possible.



Don't Take Our Word For It...

"Due to the AWARDS-BA³ modular design we have the ability to mould the system to our changing needs."

"We find that we are able to configure AWARDS-BA³ to allow us to create new and exciting ways of presenting offers to our customers."

Gerard Nugent, Managing Partner,
Merit Pharmaceuticals

Management Information Dashboards



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Workflow Module

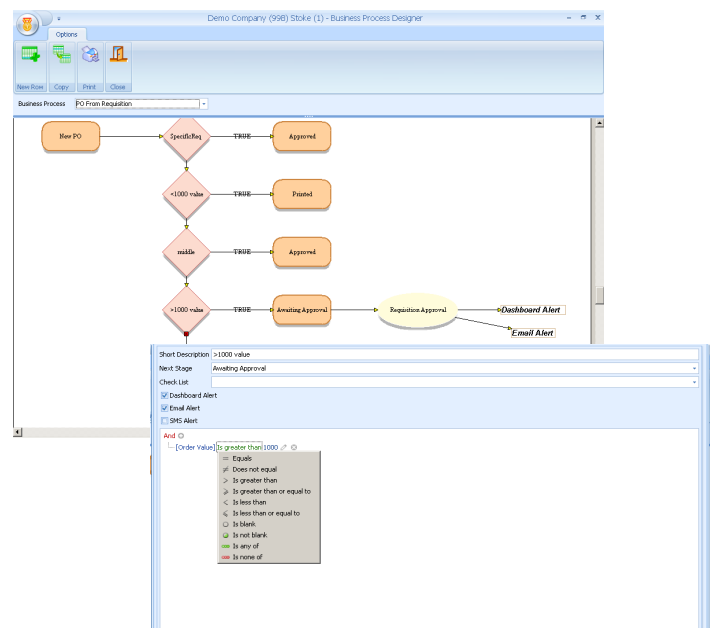
AWARDS-BA³ Workflow is at the heart of the system. It allows you to **easily change your business processes**, without having to make any large-scale coding changes.

These processes can be aligned with new business practices and objectives, ultimately affording you **increased agility and control** and avoiding the need for full system changes. Editing and changing business processes does not require in-depth IT skills - Customizations can be made using a simple click and drag function.

Benefits of the AWARDS-BA³ Workflow Module

- **Integration with Alerts** - The Workflow Module integrates with the Alerts Module, to ensure key individuals are notified of critical issues in the business.
- **Increased Flexibility** - Numerous processes can be set up, managed and changed by the appropriate user(s).
- **Increased Control** - You have the control to edit and change your processes as and when you need to.
- **No Coding Change Required** - Editing a business process is done via a simple click and drag option - no editing of code is required.
- **No In-Depth IT Knowledge Required** - Detailed coding knowledge is not necessary to make the required changes in the business process designer.
- **Complete Customization Available** - As many conditions and stages as required can be added to a process very quickly and easily.
- **Temporary Conditions** - Additional conditions can be added on a temporary basis if necessary.

AWARDS-BA³ Workflow Module

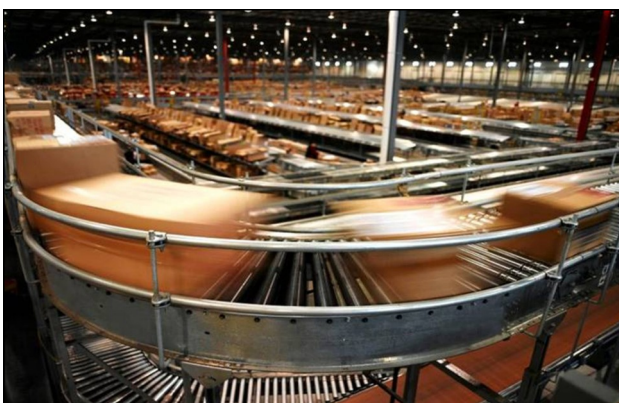


See What Our Customers Say...

"We had used AWARDS previously and knew what Brentech could deliver – so we implemented it in our new warehouse."

Obviously AWARDS alone didn't generate the business benefits of £12m a year but it was the vehicle that the business used in achieving those benefits."

Grant Sharman, Head of IS Operations
Well, formerly The Co-operative Pharmacy



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Alerts Module

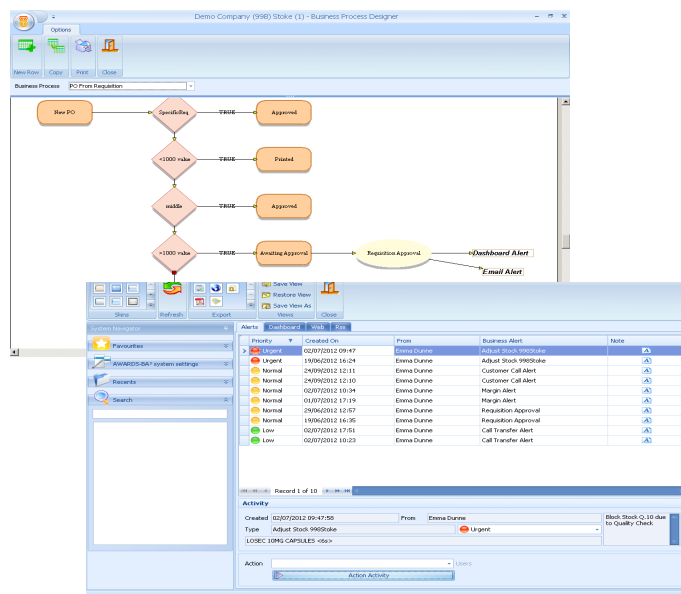
AWARDS-BA³ is supplied with an intuitive, interactive **Alerts Module**. This module ensures that 'events' and 'non-events' within the system are **alerted to the correct person** as quickly as possible, ensuring their **efficient resolution**.

Alerts can be **tailored to meet business requirements** and can be in various formats including **Email, SMS, or On-Screen Dashboard Message**. Alerts are **targeted** at key people ensuring faster issue resolution & decision-making.

Benefits of the AWARDS-BA³ Alerts Module

- **Targeted Alerts** - Alerts can be specifically targeted at appropriate users, ensuring notification of the most suitable person in the business with the relevant authority.
- **Notification via Numerous Formats** - Alerts can be in a number of different formats including Email, SMS or On-Screen Dashboard Message.
- **Faster Issue Notification** - As soon as an issue in the business is identified, the appropriate user will be notified and can begin to take action.
- **Quicker Issue Resolution** - Faster notification of issues, to the correct individual, ensures the resolution of these issues as soon as possible.
- **Categorization of Alerts** - Alerts can be assigned different categories ie. Urgent, Normal, Low, ensuring that the most critical issues get dealt with as soon as possible.
- **Immediate Action Available** - A series of actionable activities can be associated with each alert, and processed directly via the Alerts Tab on the Home Page.
- **AWARDS-BA³ Workflow Integration** - Seamless integration with the Workflow Module.

AWARDS-BA³ Alerts Module



Don't Take Our Word For It...

"Even I don't recognize the AWARDS system as the one we put in 15 years ago ... during that time Brentech Data Systems have evolved AWARDS to allow us to meet the challenges we face in today's market."

"We know, from the information they share with us, that we will be well placed to face the challenges of the future."

Joy Ellison, Financial Director,
Mawdsley Brooks & Co.



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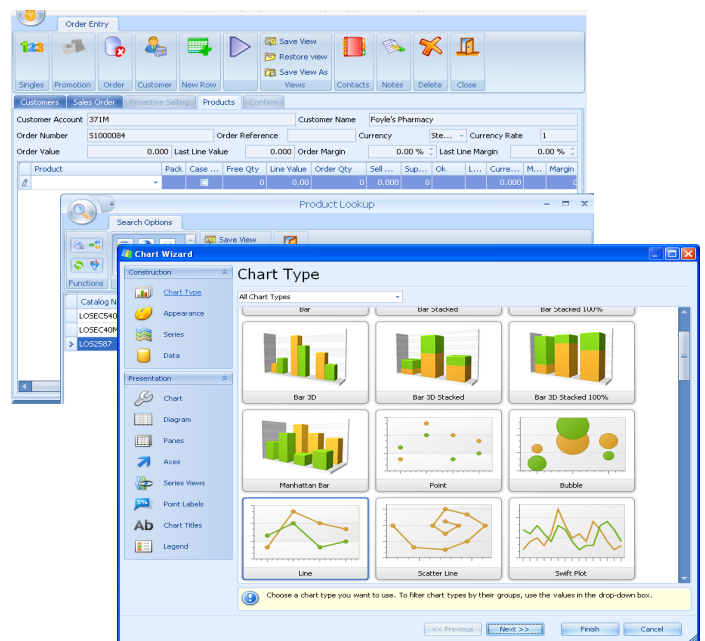
AWARDS-BA³ Sales Order Processing Module provides all the capabilities required to support the sales function and incorporates a range of different features designed to **maximize sales performance, increase sales margins** and **enhance customer relationships**.

From the **Proactive Selling Capability**, to **Up-Selling** and **Cross-Selling** Capabilities, and the ability to create **Product Substitutions** and **Generic Headers**, AWARDS-BA³ offers numerous methods through which **maximum sales potential** can be achieved.

Benefits of AWARDS-BA³ Sales Order Processing

- **Easy to Use Microsoft .NET Based Design** - Very user friendly Sales Order Entry Screens, based on the look and feel of the latest Microsoft Office Suite.
- **Up-Selling & Cross Selling Functions** - Sales and Telesales Reps can be encouraged to maximize performance and time spent on the phone.
- **Proactive Selling Capability** - Encourages increased sales of specific products using the Proactive Selling Function. Also available based on historical purchases.
- **Low Margin Indicator** - AWARDS-BA³ can either suspend/prohibit processing of sales orders should required margins not be met.
- **Customer Purchase History** - Sales Reps have access to complete Customer Purchase History from the Sales Order Entry Screen.
- **Backorder Creation** - Should a product be out of stock, the system automatically prompts for the creation of a backorder. Backorder permissions can also be assigned at Customer Level, providing users with increased flexibility & control.

AWARDS-BA³ Sales Order Processing



See What Our Customers Say...

"United Drug were one of the first users of AWARDS over 20 years ago. Since then AWARDS has been deployed as the distribution software of choice within the United Drug Group both in Ireland and the UK."

"The ability of AWARDS to provide the complex functionality to meet our many business requirements is a true testament to its adaptability and flexibility."

Barry O'Reilly, Healthcare Supply Chain
Applications Manager, United Drug Group PLC.



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Telesales Module

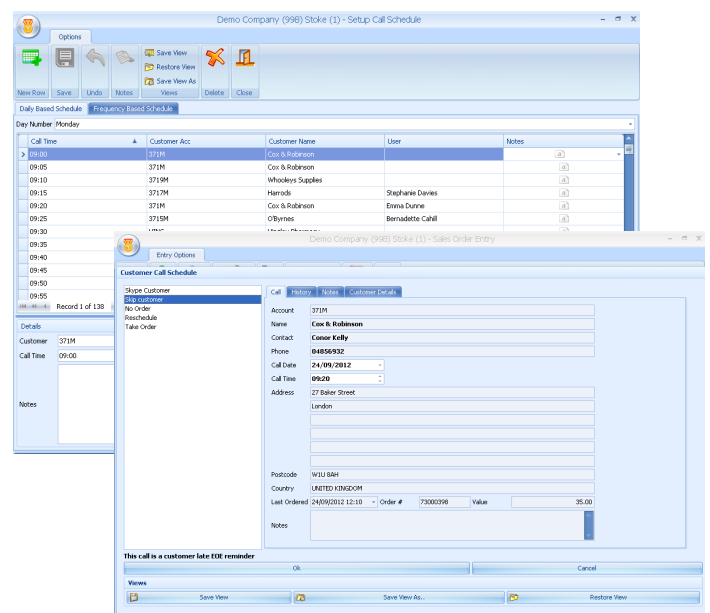
AWARDS-BA³ allows **Call Schedules** to be created on a **Daily or Frequency Basis**. These Call Schedules contain the usual order templates and quick order entry links, ensuring faster, easier and more efficient sales order processing.

The creation of a **Pool of Calls** ensures that each call is dealt with sequentially by telesales representatives. Where a telesales representative has a close relationship with a key client they can be assigned all their calls, thereby **maintaining and improving the client relationship**.

Benefits of AWARDS-BA³ Telesales Module

- **Easy Access to Call Schedule** - The Calls Button allows access to the call schedules directly from Sales Order Entry.
- **Transfer of Calls** - Scheduled calls can be easily transferred between telesales reps should a particular rep be out of the office, ensuring increased customer satisfaction, lack of lost calls, and greater telesales productivity.
- **Call Alerts** - The Alerts Module ensures that the appropriate person is notified should a call be either skipped or rescheduled.
- **Skype Integration** - AWARDS-BA³ integrates with Skype to allow quicker and cheaper calling of customers.
- **CRM Integration** - Integration with various CRM Systems, including Salesforce and Sugar CRM, is available, enabling more integrated approach to Customer Relationship Management.
- **Call Logs** - A report detailing the progress of scheduled calls on any particular day is provided, giving detailed information with regard to which customers have been contacted and when.

AWARDS-BA³ Telesales Module



Don't Take Our Word For It...

"I know that if I need to contact Brentech Data Systems there will be an industry and application expert on the end of the line."

This gives us enormous peace-of-mind and is the best support service I have dealt with. From the initial meeting through implementation, go-live and support, Brentech Data Systems have proven their dependability especially when the going gets tough."

Anthony Maltby, Managing Director,
F. Maltby & Sons Ltd.



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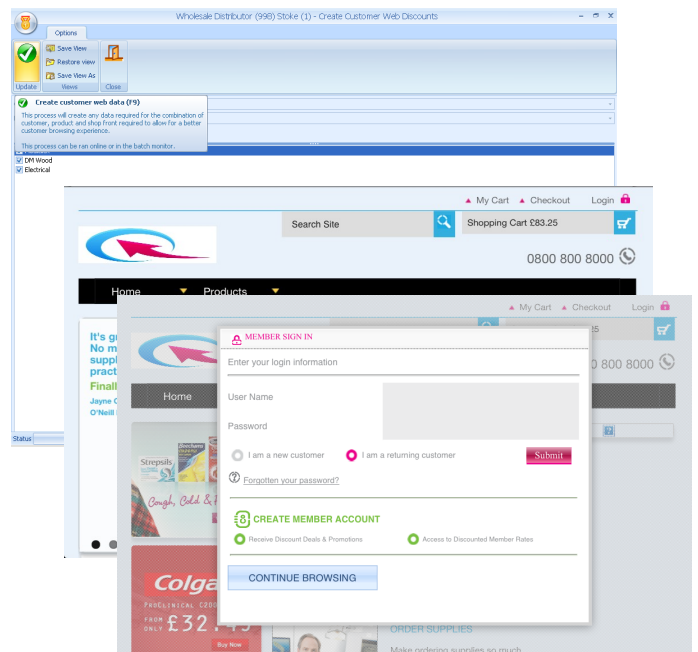
AWARDS-BA³ Web Sales & Self Service Module is a value-added application that integrates with existing ERP platforms to provide a complete online service for customers that runs **24/7** at low cost.

The **Web Sales & Self Service Module** supports both **B2B** and **B2C Service Features** whereby trade and individual customers can browse for products using the powerful search engine, place orders and generate and **process all documentation automatically**.

Benefits of AWARDS-BA³ Web Sales & Self-Service Module

- **Customizable E-Commerce Website** - Within AWARDS-BA³ an E-Commerce website can be created and designed quickly and easily, utilizing all of the information held within the AWARDS-BA³ system.
- **Real-Time Information Exchange** - Information updated either on the website or within AWARDS-BA³ is done so immediately ensuring constant access to up-to-date information.
- **Live Stock Levels** - Real-Time Stock Levels are visible via the website ensuring your sales reps always know what is/isn't available for sale.
- **Sales Promotions and Contracts** - Web-based promotions & contracts can be set up within AWARDS-BA³ and automatically updated online when required.
- **Order History** - Full order history reports are accessible online, and previous orders can be duplicated at the click of a button.
- **Top Searched Products** - The system records the most popular product searches online, allowing more accurate Keyword Selection for Search Engine Optimization.

AWARDS-BA³ Web Sales & Self Service



See What Our Customers Say...

"Whilst most organizations – especially ones with the complexity we have – review their systems every 7 to 10 years, Brentech Data Systems' continuous development has meant that we have been able to use AWARDS for 15 years.

In all honesty – I don't see us changing in the next 5 years."

Joy Ellison, Financial Director,
Mawdsley Brooks & Co Ltd.

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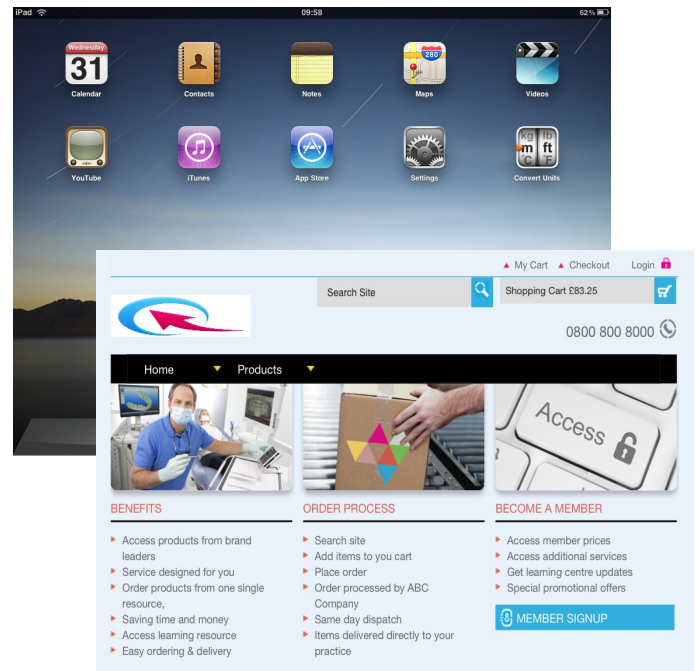
Mobile Sales Module

The **Mobile Sales Module** is designed to run on mobile devices, such as the **iPad**, and runs over mobile networks, for example, **Windows Mobile 7**.

A key feature available through the **iPad** is the ability of trade customers to **log in remotely** and purchase their desired products in **real-time, quickly and efficiently**. Not only can trade customers log in, sales representatives may also log in on behalf of trade customers, leading to far easier order entry, **enabling up-selling** and ensuring **complete trade customer satisfaction**.

Benefits of the AWARDS-BA³ Mobile Sales Module

- **Portable Sales Tool** - The iPad is easily portable and can be used by sales reps on the road on a daily basis.
- **Customizable E-Commerce Mobile Site** - E-Commerce Mobile Sites can be customized, designed and optimized for mobile usage and sales.
- **Remote Access Available 24/7** - Sales Reps have constant access to required information thereby increasing sales performance and effectiveness.
- **Real-Time Information Availability** - Additional information updated either on the mobile site or within AWARDS-BA³ is done so immediately ensuring constant access to up-to-date details.
- **Live Stock Levels** - Live Stock Levels are visible via the mobile site ensuring your sales reps always know what is/is not available for sale.
- **Web Promotions & Contracts** - Various offers, promotions and contracts can be set up within AWARDS-BA³ and will be automatically updated online when required.



Don't Take Our Word For It...

"AWARDS-BA³ has allowed us to provide our users with the tools they need to meet the corporate objectives.

With our last system even a simple change required the author getting involved. With AWARDS-BA³ we use the range of modules to completely change what we need to do both inside and outside of the system."

Hannah Lewis, Director of Systems & Integration,
Yodel.

AWARDS-BA³ Mobile Sales Module



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Purchase Forecasting Module

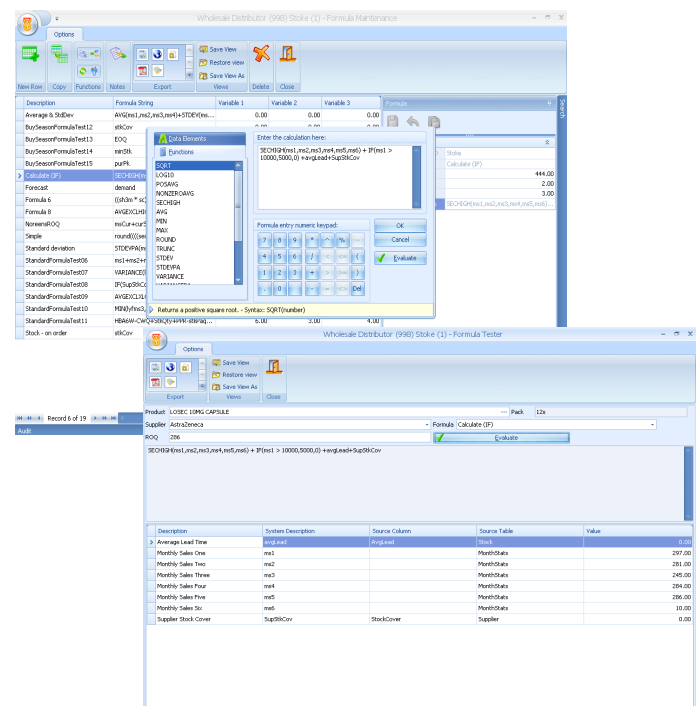
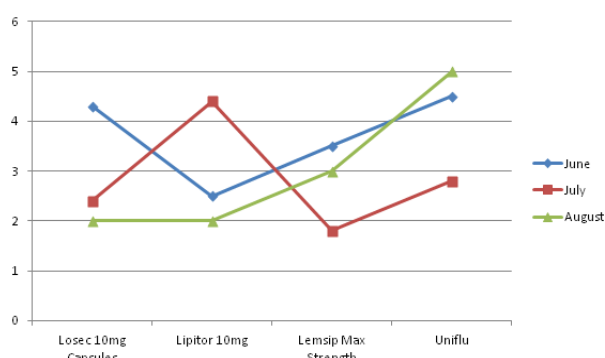
Replenishing stock in a timely fashion, whilst supporting the need to **maximize margins** is core to AWARDS-BA³. In built tools in the system, help a buyer **procure the correct goods** at the right time, ensuring that the required stock is available at appropriate levels.

Whether you use simple min/max calculations or you choose to use more comprehensive usage-based algorithms incorporating seasonality, both the information and the ability to **identify purchase requirements** exists.

Benefits of the AWARDS-BA³ Purchase Forecasting Module

- **Purchase Formula Tester** - Using the Formula Tester, any formula utilized in Purchase Forecasting can be evaluated to ensure that it is formulated correctly, and that it provides the desired results.
- **Cater for Seasonal Sales** - The AWARDS-BA³ Purchase Forecasting Capability allows you to incorporate and cater for products purchased on a seasonal basis, ensuring the right stock is available at the right time.
- **Incorporate Sales Forecasts** - Sales Forecasts including both promotional and standard sales, can be created and later used to analyze purchase requirements necessary to fulfil these sales forecasts.
- **Customization of Formulae** - The AWARDS-BA³ system contains numerous data elements and functions enabling the creation of a range of different forecasting formulae.
- **Formulae at Company/Depot Level** - These formulae can be assigned at both company and depot level if necessary, as well as at individual product level.

AWARDS-BA³ Purchase Forecasting



Don't Take Our Word For It...

"The Return on Investment we have gained from AWARDS-BA³ is an agile, scalable and efficient system that can handle our growth."

We also know that, going forward, we have excellent support from the Brentech Team."

Gerard Nugent, Managing Partner,
Merit Pharmaceuticals

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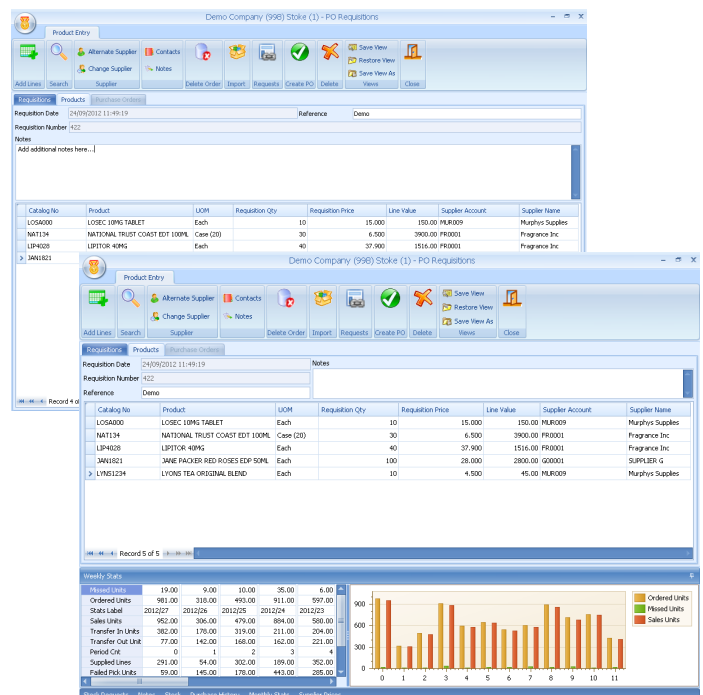
Purchase Order Processing

AWARDS-BA³ contains numerous features necessary to ensure that **Purchase Order Processing** is as efficient and effective as possible within the business.

Purchasing activity across **multiple locations and warehouses** is fully supported, whether purchasing is local or centralized. **Spending limits** are protected in the buyers authorization controls. The **Warehouse Requisitions Feature** allows movement of stock across warehouses to cater for demand or reduce overstocking situations.

Benefits of the AWARDS-BA³ Purchase Order Processing Module

- **Purchase History Visibility** - Complete purchase history of every product, coupled with supplier names and purchase prices, is accessible directly from the Purchase Order Entry Screen.
- **Fulfilment of Backorders** - Backorders can be fulfilled from within Purchase Order Entry, creating the necessary link between Purchase Order Entry and Sales Order Entry.
- **Complete Supplier Information** - The ability to maintain full supplier details and multiple contact details, with analysis of supplier performance, helps ensure efficient and effective purchasing.
- **Supplier Performance Analysis** - Enables the analysis of each individual supplier to ensure they are arriving on time, with the correct goods, in the right quantities, without any issues.
- **Full Stock Level Visibility** - Full stock level information, by depot, is available via Purchase Order Entry, providing purchase buyers with vital additional information.



See What Our Customers Say...

"I know that if I need to contact Brentech Data Systems there will be an industry and application expert on the end of the line."

"This gives us enormous peace-of-mind and is the best support service I have dealt with."

Anthony Maltby, Managing Director,
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AWARDS-BA³ Purchase Order Processing



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Pricing & Costing

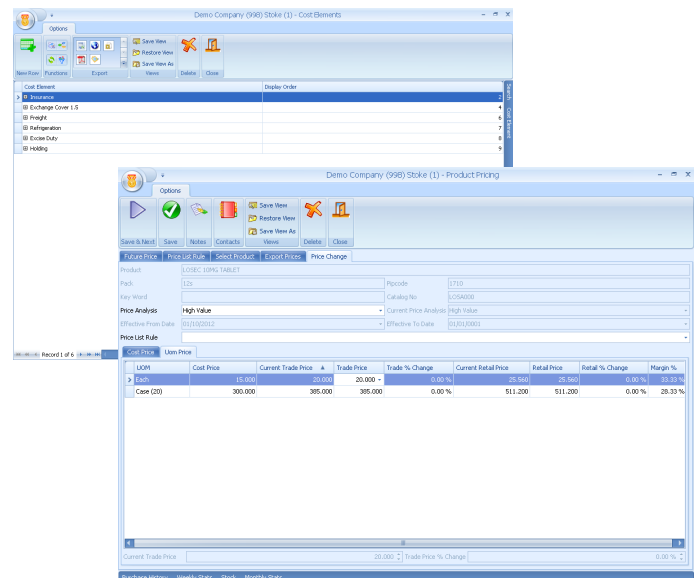
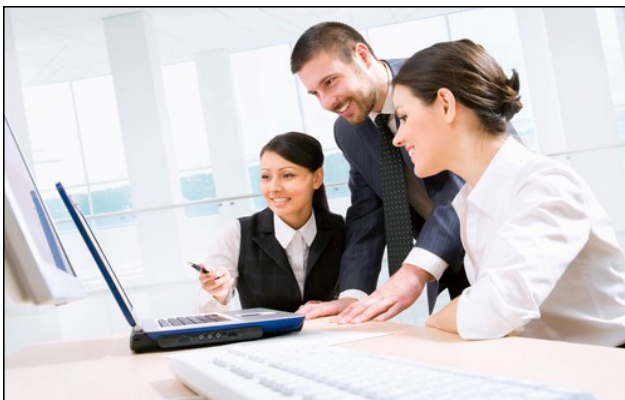
AWARDS-BA³ Pricing & Costing Capabilities are vast. The system operates **comprehensive date-effective pricing** while global price amendment facilities assist the easy management of numerous stock items.

Complex pricing structures and customer-specific pricing terms are handled simply and effectively. **Controlled access to margin negotiation** is available for users with the appropriate privileges, ensuring that **profitability is protected at all times**.

Benefits of AWARDS-BA³ Pricing & Costing

- **Easier Price Updates** - Simple global price updates or imports from suppliers or other price files, eg. XML & Excel, ensures that price increases can be inputted & updated quickly and efficiently.
- **Additional Cost Elements** - Extra Cost Elements can be incorporated into the total product cost price to cater for any additional costs incurred in purchasing ie. Freight, Insurance, Tax etc.
- **Automatic Future Pricing** - Future prices that are inputted into the system automatically come into effect as per the required date.
- **Promotions and Contracts** - Various different Sales Promotions, Discounts & Contracts can be set up to cater for all the various types of sales requirements.
- **Multiple Costing Types** - Valuations of stock in FIFO, Average, Latest or Standard Costing Types allows real-time visibility of stock levels and associated investment.
- **Units Of Measure** - Stock can be bought, stored and sold in different units of measure where required. Ie. Each, Case, Pallet.

AWARDS-BA³ Pricing & Costing



See What Our Customers Say...

"We have been dealing with Brentech Data Systems for over 20 years now.

During that time Brentech Data Systems have consistently gone the extra mile to provide us with an excellent service.

I would recommend Brentech Data Systems to anyone who is serious about developing a business partnership as opposed to just another supplier."

**Peter Surgenor, Managing Director,
Sangers (NI) Limited.**

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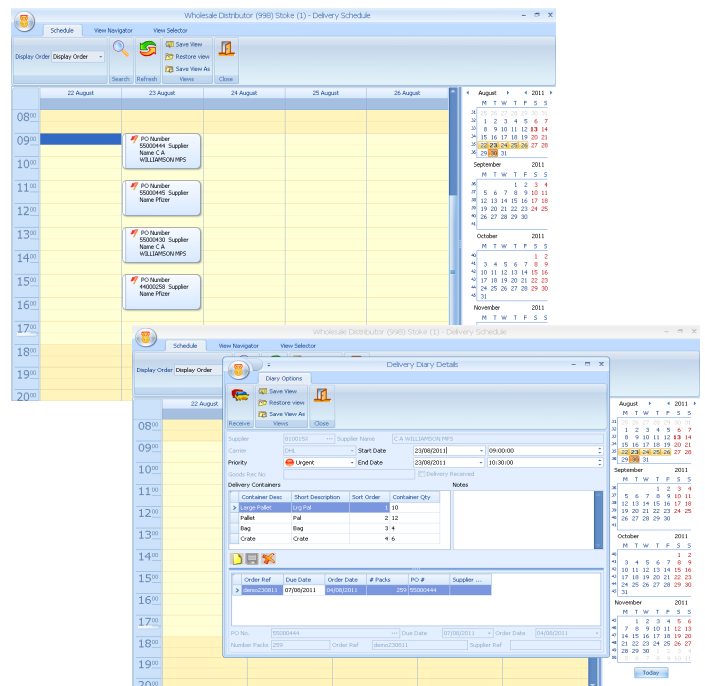
Goods Inwards Automation

AWARDS-BA³ Goods Inwards Automation includes a number of key features designed to maximize the efficiency of goods-in processing and management in the warehouse.

Using the **AWARDS-BA³ Delivery Schedule**, each expected delivery is added to a timetable ensuring that the company knows what, how many and when products are coming into the warehouse on a daily basis. As a result you can coordinate both staff and activities accordingly leading to increased efficiency and improved resource management.

Benefits of Goods Inwards Automation

- **Delivery Schedule** - Allows for the planning of all expected deliveries into the warehouse, enabling increased efficiency and improved time-management.
- **Hand Held Terminals** - (Optional) The use of Hand Held Terminals (HHT's) leads to increased efficiency and improved time-management throughout the warehouse.
- **Goods Receipt** - Carried out manually / using HHT's ensuring that the correct product quantities are entered into the system for putaway in the warehouse.
- **Goods Checking** - Ensures that all goods are re-checked using HHT's to guarantee accuracy of individual stock quantities before the putaway of products begins.
- **Full Auditability** - The AWARDS-BA³ System records every single transaction, and keeps track of the individual user responsible, providing full visibility throughout.
- **Increased Efficiency** - The use of HHT's leads to faster, more efficient Goods In Processing, ultimately leading to increased stock control accuracy.



Don't Take Our Word For It...

"AWARDS handles over 150K sales order lines a day, across 6 installations, for circa 15 individual companies within United Drug."

"The ability of AWARDS to provide the complex functionality we require is a true testament to its adaptability and flexibility."

Barry O'Reilly, Healthcare Supply Chain Applications Manager, United Drug Group PLC.

Goods Inwards Automation



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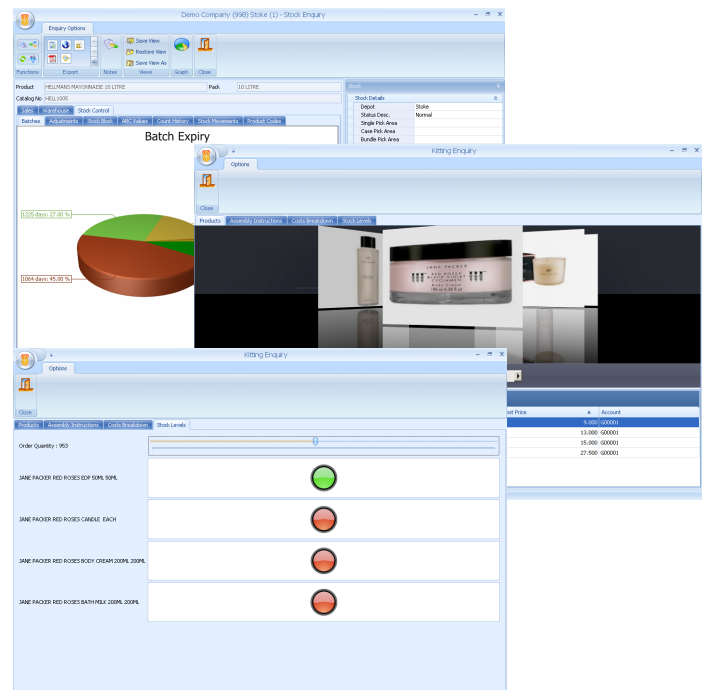
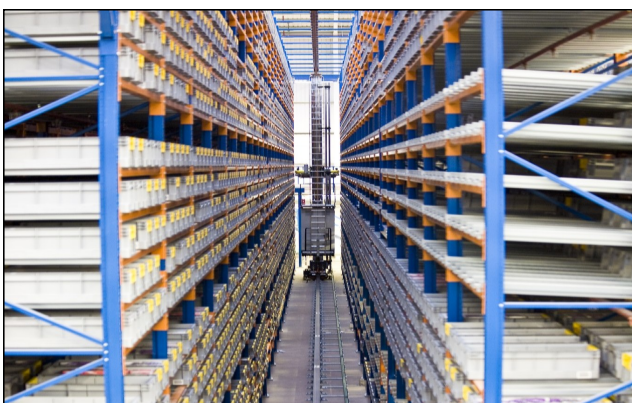
AWARDS-BA³ allows the maintenance of comprehensive product details, whether in a **single or multi warehouse operation**.

Product data including text, document and image storage allows users to easily access crucial product information, quickly and efficiently, leading to improved customer service. The powerful search feature enables fast and easy identification of products, even across large databases of stocked and non-stocked parts, giving ease of access to all users.

Benefits of AWARDS-BA³ Inventory Management

- **Full Product Traceability** - The AWARDS-BA³ system provides full traceability of all products, recording Batch Numbers, Receipt Dates and Expiry Dates, from source directly through to the end user.
- **Multi-Warehouse Stock Control & Visibility** - Inventory Management in a multi-warehouse and multi-bin environment is available providing complete stock control and visibility throughout the company.
- **Kitting** - AWARDS-BA³ includes product kitting capabilities, inbuilt with a stock forecasting feature, detailing the number of kits that can be assembled from current stock levels.
- **Substitution** - Ensures that regardless of the product requested by the customer, an alternative will always be made available in out of stock situations.
- **Full Movement History** - Complete history, by product, warehouse and bin, combined with extensive audit features, ensures effective tracking of stock transactions to identify where and when stock has moved.

AWARDS-BA³ Inventory Management



See What Our Customers Say...

"The overall target was to improve profitability by £12m per annum – this meant investing in a new NDC in Stoke On Trent and a new WMS System.

We had used AWARDS previously and knew what Brentech could deliver – so we implemented it in our new warehouse.

Grant Sharman, Head of IS Operations
Well, formerly The Co-operative Pharmacy

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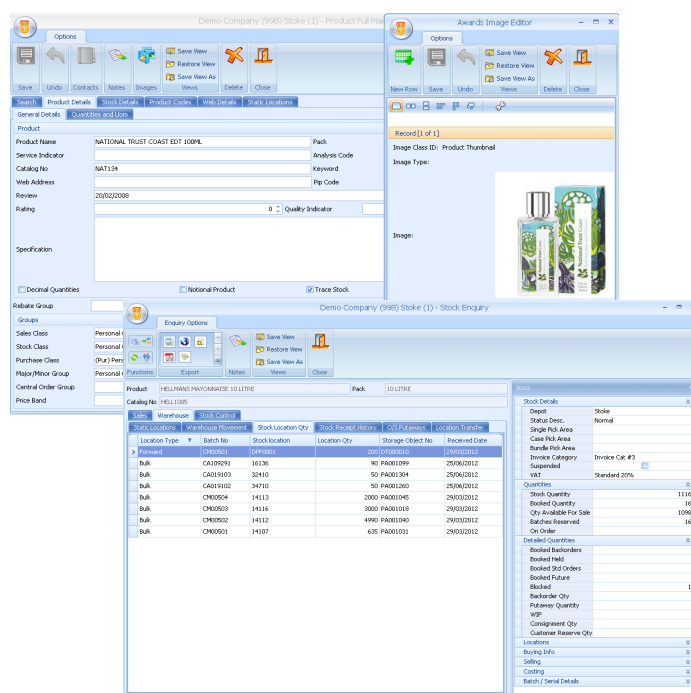


AWARDS-BA³ Warehouse Management supports all standard warehouse management capabilities including **Putaway, Dynamic Storage, Picking, Replenishment, and Warehouse Automation.**

The Putaway Capability ensures that goods are put away in the correct location using HHT's ensuring greater accuracy of current stock levels. **The Dynamic Storage Feature** keeps a record of the storage capacity of each storage location ensuring optimum usage of space throughout.

Benefits of AWARDS-BA³ Warehouse Management

- **Warehouse Automation** - AWARDS-BA³ allows for complete warehouse automation as it integrates fully with both Schaefer and Knapp systems, leading to huge efficiency gains.
- **Full Stock Visibility** - Each product is assigned particular bulk and forward locations, ensuring that there is a full record of product stock locations in the warehouse.
- **Automatic Replenishment** - Ensures full stock availability and allows for automatic replenishment requests to be generated when product stock levels reach minimum quantities.
- **Delivery Management** - Ensures that products are loaded on to the delivery truck in the most optimum way, whereby the last order in will be the first order out, and the orders are added to the most optimum route for delivery.
- **Increased Accuracy & Efficiency** - The advanced warehouse management capabilities of the AWARDS-BA³ system leads to increased accuracy and efficiency of all goods-in, putaway, picking, replenishment, goods out and delivery management.



Don't Take Our Word For It...

"We find that we are able to configure AWARDS-BA³ to allow us to create new and exciting ways of presenting offers to our customers."

"Some systems considered just weren't flexible enough to be able to implement these initiatives. AWARDS-BA³ capabilities allows us to be one step ahead."

Gerard Nugent, Managing Partner,
Merit Pharmaceuticals

AWARDS-BA³ Warehouse Management



Contact Brentech Data Systems...

Brentech Data Systems Limited
3 Ongar Square, Dublin 15, Ireland
Phone: +353 (0)1 827 0650
Phone (UK): +44 (0)121 288 5533
Web: www.bds.ie / www.brentech.co.uk
Email: info@bds.ie / info@brentech.co.uk

