

HAMBURG PORT AUTHORITY INTRODUCES SYNERTRADE'S SUPPLIER MANAGEMENT SYSTEM AND THUS CREATES THE BEST POSSIBLE TRANSPARENCY REGARDING THE QUALITY OF ITS SERVICE PROVIDERS



The HPA intends to introduce a supplier management system in order to make services transparent, identify optimisation potential and weak points and promote the development of partnerships. The HPA wanted to identify and introduce a suitable supplier management system for this purpose. The aim was to introduce active and HPA-specific supplier management into the HPA's existing IT system landscape, which is geared towards the special features of the HPA as a public sector client. By introducing a supplier management system, the HPA is focussing in particular on presenting the **services of its service providers, the associated quality improvement and**

reduction of poor performance in a transparent way. Implementing supplier management should enable consistent development of suppliers, including a series of process and cost optimisations.

The transparency created by supplier management should also offer significant added value. Quality and service provision should be made clear to the Purchasing department and other organisational units and serve as a basis for strategic decisions.

At the beginning of 2020, the Hamburg Port Authority (HPA) introduced Synertrade's supplier management system (Accelerate).



BY USING SYNERTRADE ACCELERATE, WE WERE ABLE TO CREATE SIGNIFICANT ADDED VALUE IN THE SUPPLIER MANAGEMENT VALUE CHAIN.

QUALITY AND SERVICE PROVISION ARE NOW SHOWN TRANSPARENTLY TO THE PURCHASING DEPARTMENT AND OTHER ORGANISATIONAL UNITS AND HELP AS A BASIS FOR STRATEGIC DECISIONS. AT THE SAME TIME, THE FLOW OF INFORMATION IS INCREASED. SUPPLIER MANAGEMENT THEREFORE CONTROLS SUPPLIERS HOLISTICALLY. THE RESULTS OF THE EVALUATIONS AND PERFORMANCE ARE TAKEN INTO ACCOUNT IN FUTURE BUSINESS RELATIONSHIPS AND ARE VERY HELPFUL WHEN IT COMES TO SELECTING SUPPLIERS. NOT ONLY DOES THIS SUPPORT SUPPLIERS IN A COMPREHENSIVE WAY, BUT THE ACTIVE EXCHANGE ALSO LEADS TO A TRANSFER OF KNOWLEDGE.

BY ACTIVELY TRANSFERRING KNOWLEDGE, WE CAN BUILD A LONG-TERM RELATIONSHIP WITH STRATEGICALLY IMPORTANT SUPPLIERS.

Christine Wohler-Mohr

Head of Tendering & Contract Management, HPA



AT A GLANCE

Industry: Harbour

Goals of the Procurement department

- Measuring & ensuring transparency over the quality of service provider's services
- Improving the quality of service provision
- Reducing poor performance
- Increasing work efficiency
- Transferring knowledge

Implemented modules

- SRM
- LFB
- Measures module
- LSR
- QM

Advantages

- Presenting suppliers' quality and performance
- Managing suppliers holistically
- Sustainably measuring and continuously improving supplier performance and making it transparent
- Improving the flow of information, transferring knowledge and optimising communication
- Expanding the supplier base
- Storing data in one platform

Number of platform users: 1,900

THE CHALLENGE

By integrating the system into the HPA's existing IT landscape, supplier performance can be measured sustainably, continuously improved and made transparent. This also makes it possible to identify optimisation potential and weak points that should be recognised and eliminated at an early stage. Accelerate will be tailored to the specific requirements of the HPA as a public sector client.

THE PROJECT

In HPA's SAP system, the hard facts of the supplier evaluation are measured for all orders with suppliers, and supplier master data, orders and the hard facts are transferred daily from the SAP system to Accelerate via web services. The hard facts relate to contract addenda, bonuses/penalties and contractual penalties. In Accelerate, calculations are made automatically on the basis of the defined parameters, such as the order total, classification, product group and hard facts, which generate supplier evaluation events with specific questionnaires and send them to the responsible evaluators.

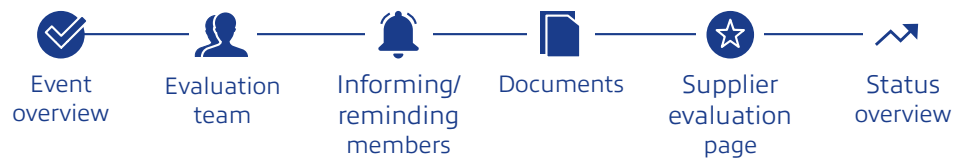
Each questionnaire consists of several sections containing several questions, which in turn are assigned to KPIs and SUB KPIs with different weightings. The total score is calculated on this basis. The questionnaires are used to assess the quality of the service, adherence to delivery dates and deadlines and compliance.

The overall evaluation of the suppliers is calculated based on the answered questionnaires and the hard facts and made available on a daily basis in the HPA's integrated BI module in Accelerate. Based on this, action plans with individual subtasks can be generated in the event of quality deficiencies.

The system enables suppliers to be consistently developed. Continuous improvement is associated with a series of process and cost optimisations.



The quality of service provision can be increased by consistent performance measurement and structured feedback. At the same time, poor performance is reduced, as this is recognised at an early stage through continuous monitoring of performance, and appropriate development measures or countermeasures can be introduced. This significantly reduces risks and contract addenda.



PRE-CONTRACTUALLY

1. Classification of product groups according to order frequency, volume, strategic importance and availability
2. Prequalification of suppliers and bidder selection as an additional module

CONTRACTUAL RELATIONSHIP

3. Tendering and contract conclusion
4. Supply chain classification based on product group classification and order value
5. Continuous evaluation of the services provided on a contract and product group basis
6. Structured evaluation of performance data in the respective product groups
7. Putting specific development measures in place on the basis of the evaluation results
8. Structured contract termination and, if necessary, final evaluation after expiry of the contract

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