



Supply chain  
Information  
Management

**SIM**

*Marjan de Bock-Smit*  
Founder and CEO

**SUSTAINABILITYPAYS**

### Who SIM works for:



Superunie

**MIGROS**

brandloyalty  
Redefining Relationships

Detailresult Groep

**JUMBO**  
supermarkten

**Ahold**

**DEEN**  
• SUPERMARKTEN •

**coop**

**BAKKER**  
Barendrecht, Holland

**PLUS**

**maxeda**  
DIY Group

**METRO**

**HEMA**

**Sligro**

**Cloetta**





## Our Mission

To **ENABLE** our **CLIENTS** to  
**HAVE** and **MAINTAIN**  
**Transparent and Sustainable**  
supply chains that are  
**economically viable**

•SUSTAINABILITYPAYS



## Our passion

Specialized and “actionable thought leader”:

- Quality and product safety
- Social compliance
- Animal Welfare
- Bio diversity
- Water management
- Environment

Coming up: Integrity and fraud

•SUSTAINABILITYPAYS





**The topics for today:**

How can we monitor and control responsible sourcing?

=

With **RELIABLE** and **VALIDATED** data!!

•SUSTAINABILITYPAYS



**The topics for today:**

How can we monitor progress?

=

With **RELIABLE** and **VALIDATED** data!!

•SUSTAINABILITYPAYS





## SIM stands for:

### Data quality

SIM is a ISA3402 and SSAE16 operating company -> The validated SIM data can be used for Shareholder- and/or integrated reporting.

•SUSTAINABILITYPAYS



## The team:

A knowledgeable team, multi-lingual that:

- are dedicated to their clients
- gathers global data for local needs
- works customized: clients levels of needs are central
- maps supply chains
- chases suppliers
- validates the received data

•SUSTAINABILITYPAYS





## The tool:

Collaborative, easy to use software tool:

- A supplier Portal= action platform
- Product specifications management
- Dynamic Supplier Risk Management
- Issue management to specific groups of supplier
- Easy interfacing: SAP, GLOBALG.A.P., GS1, IFS, BSCI etc.

•SUSTAINABILITYPAYS

WELCOME TO YOUR SUPPLIER PORTAL.  
CTPproductions

Dear Supplier,  
The SIM-team would like to inform you that from April 2014 onwards the SIM Supplier Portal has a new look and feel, which fits with modern, intuitive work processes. Please take a look around in the Portal. In case you have any questions, you can contact [it@simsupplychain.com](mailto:it@simsupplychain.com).

Kind regards, the SIM-team.

Below buttons can make your Supplier Portal experience easier. In 'Your client's reference' documents of your client can be viewed and a list of 'your client accepted standards' are listed which can support you in getting the appropriate certification. In 'Portal support' you can find guidance in the form of Frequently Asked Questions and you will be able to review the Supplier Portal E-learning. In 'Client contact' you can find the correct contact information in case you have a question or need assistance.

**YOUR DEEPLINKS**

- Your client's reference
- Portal support
- Client contact
- My tree
- My administration
- My surveys

**JUMBO**

**YOUR CLIENT'S MESSAGE**

Geachte leverancier,  
Welkom in de leveranciersdatabase van Jumbo Supermarkten.

In dit systeem worden de productspecificaties overeengekomen en de leveranciersketens inzichtelijk gemaakt. Op deze manier brengt Jumbo informatiestromen en risico's in kaart conform de in de Kwaliteits- PL en MVO voorwaarden overeengekomen richtlijnen. De informatie die in deze database wordt overeengekomen is onlosmakelijk verbonden met de inkoopafspraken. Alle aangeleverde informatie wordt vertrouwelijk behandeld.

Uw leveranciersprofiel kunt u vinden onder 'My tree' waarin u een check en aanspreekpunt/toevoegingen kan maken in 'My administration'. De specificaties van de producten die u levert onder het JUMBO huismerk zijn te vinden in het menu 'My specifications'.

De protocollen die gehanteerd kunnen worden voor het invullen van de specificaties, kunt u vinden onder 'Your Clients Reference' op dit startscherm. Zodra u de informatie betreffende uw product specificaties heeft ingevuld, vergeet dan niet de status te veranderen op tabblad 'Product' en 'Printing specifications' naar 'In revision by client' en op 'save all' te drukken. Deze informatie uit de specificatie zal als bron worden gebruikt voor de verpakkingen van Jumbo huismerk.

Mocht u verder nog vragen hebben, neem dan contact op met uw contactpersoon van de afdeling Kwaliteitszorg van Jumbo.

Met vriendelijke groet,  
Marieke van Oversteeg  
Kwaliteitsadviseur productinformatie & wetgeving  
Kwaliteitszorg

JUMBO Supermarkten B.V.  
Rijksweg 15  
5462 CE Veghel  
Tel: 0413 - 380 144  
[www.jumbosupermarkten.nl](http://www.jumbosupermarkten.nl)  
[productspecificaties@jumbosupermarkten.nl](mailto:productspecificaties@jumbosupermarkten.nl)

•SUSTAINABILITYPAYS



# 141028 – SUMMIT 2014 – Day 2 – BREAKOUT SESSIONS

## SESSION 2 – IT, TRANSPARENCY & MARKETING ACCESS

PRESENTER: Marjan De Bock-Smit, CEO, SIM, The Netherlands

**Product specification**  
Product: Tomatoes, Producer: Food Import China

Language: Nederlandse

Product | Packaging | Defects | Nutrition | Calendar | Allergens | Objective evidence | Printing specifications

No comments

**General**

Response required before: In development by supplier  
 Status: Show status history  
 Product: Tomatoes  
 Product description (Legal name):  
 Quality classification: Class 1  
 Content consumer unit: Per kilo  
 Content trade unit: 1 kilo  
 Sorting / Sizing:  
 Colour group: Colour 7  
 Hardness (kg/cm<sup>2</sup>):  
 Size level:  
 Remarks:  
 Last changed: DemoTestUser (22/10/2014)

Client: Supplier:  
 Last approval set by: DEMO test user Last approval set by:

Article code: 1234  
 PU-code: 112233  
 Product group:  
 Product subgroup according to GlobalGAP: Tomatoes  
 Language: English  
 Countries of origin: Country: China

Access to specification: Show suppliers with access

Temperature at delivery (°C)	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
UC code DC in (delivery day DC number of days)	8	8	8	8	8	8	8
UC code store in (incl. delivery day store)	8	8	8	8	8	8	8
Best before code DC in (delivery day DC number of days)	N x1	N x1	N x1	N x1	N x1	N x1	N x1
Best before code store in (incl. delivery day store)	N x1	N x1	N x1	N x1	N x1	N x1	N x1

Table with columns: EAN CE, EAN HE, Name, Brand, Remarks. Row: 123456789, 987654321, Tomatoes, Brand X

**SUSTAINABILITYPAYS**

**Product specification**  
Product: Tomatoes, Producer: Food Import China

Language: English

Product | Packaging | Defects | Nutrition | Calendar | Allergens | Objective evidence | Printing specifications

No comments

**Calendar**

Approval:

Supplier:

Type: **Producer**

**Supplier information**

Variety: Bellestar, Supplier: Bevie C, Supplier type: Producer

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

**Packing stations**

Packing station	Parcel	Parcel size	Latitude	Longitude
Bevie C			5.563547	14.254536

**Supplier information**

Variety: Bellestar, Supplier: Xian Gifts, Supplier type: Producer

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

**Packing stations**

Packing station	Parcel	Parcel size	Latitude	Longitude
Xian Gifts	X	5 ha	1.330000	-10.450000

**SUSTAINABILITYPAYS**



The screenshot shows the SIM Risk profile interface. At the top right is the SIM logo (Supply Chain Information Management). The main header includes the company name 'Food import China, Trader' and address 'Dummytstreet 2, 1546PA AMSTERDAM, Netherlands'. Below this is a search bar and tabs for 'Risk summary' and 'Graph'. A tree view on the left shows a hierarchy: 'Food import China, Trader' (44%), 'Bevie C, Producer, 44%', 'Bio Food BV, Producer, 100%', and 'Xian Gifts, Producer, 69%'. The 'Risk summary' section shows a risk period from 26-10-2013 to 28-10-2014. A 'Summary' box indicates 'Scores: Worst performing daughter out of 3 daughters, Bevie C' with 'Product/ Food Safety: 201 + -201' (green) and 'Social Compliance: 301 + 252' (red). Below are sections for 'DNA risk scores', 'Additional risk scores', and 'Total Performance Daughters'. A table shows the number of producing daughters/suppliers (3) and a risk matrix.

	Social Compliance	Product / Food Safety / Traceability	Environment / Climate / Biodiversity	Cooperative Attitude
High risk:	0	3	3	3
Medium risk:	2	0	0	0
Low risk:	1	0	0	0

At the bottom right of the screenshot is the text 'SUSTAINABILITYPAYS'.

The slide features the SIM logo at the top right. The main text is as follows:

**Our tool:**

Our approach:  
 Software shall be **SAVE, EASY** to use, easy to **CONNECT** with (Clients) **EXISTING** systems  
**BUT**  
 It is the **QUALITY** of the data that makes the difference!

**Sh... In = Sh... out**

At the bottom right of the slide is the text 'SUSTAINABILITYPAYS'.



