

## Counting the cost for ASDA

“ The ICON system gives us one version of the truth. It is a very accessible paperless system that provides an audit trail of all changes, keeping both internal and external users completely up to date with new and revamped store development. ”

Anne Stubble-Black, Model and Process Manager.



“ The ASDA ‘Info Manager’ website has greatly increased our ability to produce consistent, accurate store plans through having a standard block library linked to a datasheet entry for each item of equipment. ”

Mary Hamilton, General Manager Store and Space Planning.



“ The website allows the team to access up to date cost plans and specifications no matter where they are, helping us to land our schemes efficiently. ”

Steve Smith, Head of Fixture Implementation.

## Counting the cost for ASDA

When Anne Stubley-Black, Model and Process Manager for supermarket giant ASDA, was given the responsibility for looking after the specification of all the fixtures and fittings that go into ASDA stores she got a bit of a shock. She was handed two large box files full of random information on fixtures and fittings used in the Stores, and that was it.

It was then that Stubley-Black began to think about how she could introduce a more structured method of controlling such an important aspect of ASDA's business. "I realised immediately that we had to get the process computerised with some sort of database otherwise, with our programme for expansion, we would have had difficulty landing consistent schemes within budget," explains Stubley-Black.

"At the time we were working with a design company on some new fixtures and they were already using a similar system from ICON, so we invited ICON to demonstrate it. When they came, we were very impressed; not only did it do exactly what we wanted it to do, but it also offered the potential for a whole lot more functionality."

## Inputting the data

"The initial setting up of the system took about four months. To be honest however, most of that time was taken up with us gathering all the specifications, costs and supplier details for all the fixtures and fittings that we wanted to be entered onto the database.

"We started with our 'standard' 40,000 sq. ft. model store size, listing all the items on the sales floor, along with the quantities required for these. The database now holds around 2,500 items, each with its associated cost. This controls the information for every area of a new or revamped store including back of house, offices, cafés and the sales floor. Everything from fork lift trucks right down to knives and forks is specified.

"With access to the data via a dedicated website, it is available 24/7 for all those authorised to use it. Not only that, but it is also a very easy system for the diverse range of users to access."

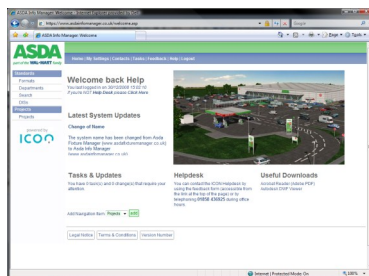
## Consistent and reliable information

As the information is only entered onto the system once, not only does it save time, but also it means that everyone - both internally and externally - is using the same data. This control enables ASDA to get an accurate and reliable total of how much it costs to furnish each store to a standard specification. As Anne Stubley-Black puts it, they have "one version of the truth" and that makes life easier, saving time and money.

"As changes to fixtures and fittings happen throughout the year," continues Stubley-Black, "we now have a benchmark as to how much the 40k model store and Living store should cost and can therefore measure our savings. On the home page of the website, the opening cost for these models as of the 1st January is compared against today's cost and the savings so far, so it's front of mind whenever you visit the website."

"Of course, with changes happening all the time it is vital to keep track of them and the ICON system handles this very effectively via the 'design issue

'sheet' which is a formal notification of change. I do the creation of all of the design issue sheets and a colleague implements them on to the system. Each Sunday night an email is then automatically generated and sent to the people that need to know about the change."



## Accessible information

Since setting up the system based on the 40,000 sq. ft. model, ASDA has added a further eight model store sizes. Recently, they have also included all their building construction standards as well, covering everything from the flooring, walls and roofing to the sanitary ware, locks and hinges.

"The great thing about the ICON system," enthuses Stubley-Black, "is the accessibility. ASDA colleagues and external supplies all have access to the system via the website and are all working from the same 'hymn sheet' so to speak. And because the system is permission based, the information that people see can be limited on a 'need to know' basis. Costs, for example, can only be seen by some ASDA colleagues, but not others."

"Besides myself, the main users of the system are the procurement department, fixture managers (who order everything for the new stores and revamps), store planners, construction managers, architects, suppliers and quantity surveyors."

## Saving time designing a new store

To improve the accuracy when designing new and revamped stores ICON has linked its system to ASDA's AutoCAD package. All the items that are shown on the store plan have an AutoCAD 'block' and that block links to an item on the web-based system. The store planners can also drag & drop a block straight from the website into a store CAD plan. As it is an 'intelligent' block, if you click on it you will get the data sheet showing a photograph of the item with information about it, along with any attachments and risk assessments.

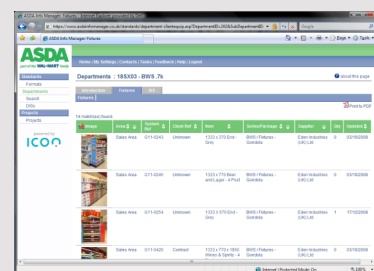
"Each store model is essentially made up from a selection of jigsaw pieces," explains Stubley-Black, "and having the ICON system linked to AutoCAD gives the store planners and fixture managers total flexibility. For example, we only have three sizes of customer cafés and two sizes of photo shops, so if the fixture manager doesn't want to download the 30,000 sq. ft. model, because the store is a bit unusual, he can actually select the most relevant size packages for his store and download those for his scheme."

"We also load shelving profiles onto the system. These are represented by a unique number that's allocated to a bay in store; via this, the shop fitters know what kit needs to go in each bay and a supplier knows how many shelves are needed per bay. This means the store planners can select 'grocery, baked beans, three bays' and the system drops the numbers in and puts baked beans as the category name in front of it.

Before we got the system we used to have to type all this information in manually, so it saves a huge amount of time and eliminates mistakes."

## Cost effective brand consistency

The ICON system has enabled ASDA to maintain a totally consistent brand identity for its stores whilst minimising the costs. Anne Stubley-Black again, "If an item is used in several different areas in a store, the ICON system ensures that it is always to the same specification and purchased at a uniform price.



## Friendly and easy to work with

"Working with ICON is a pleasure. When we request something they respond very quickly and I've always found them really helpful, very positive and keen to look for ways to improve the system."

"In terms of payment, there was an initial one-off cost to install and implement the system, along with an on-going monthly fee. This monthly fee, however, is not based on individual user licences; instead it is based on the amount of information we hold on the system which is a much fairer method of payment," concludes Stubley-Black.

## Request a demonstration:

If you would like to know more, please call us on the number below and we will arrange to give you a demonstration.

The ICON System Cost Modelling solution is one of a number of products to help those involved in Business Process Management, Specification Management, Property and Project Management.

For more information about the ICON System and ICON's unique complementary support service, please contact 01858 468345 or visit [www.iconsystem.co.uk](http://www.iconsystem.co.uk).

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