

DEMATERIALIZATION OF THE SOURCE-TO-CONTRACT PROCESS AT MARJANE GROUP



Marjane Holding - Leader in Modern Retail

Marjane is a Moroccan group and leader in modern distribution in Morocco. Marjane Holding is present in 28 cities across the Kingdom with 102 points of sale. Founded in 1990, Marjane became the largest general distribution company in Morocco by the end of the 1990s, replacing the other Moroccan giant, Aswak Assalam. This comprehensive case study examines the strategic use of our solution by Marjane to meet new challenges and achieve substantial results.



Marjane has been integrating digital transformation across its various activities for several years. It is accelerating its digitalization with the ambition of becoming the leading, forward-thinking player in omnichannel distribution in the Kingdom.

What Were Marjane Holding's Challenges?

Supplier Panel Management

The diversity of products offered by Marjane Holding translated into a vast network of suppliers. Managing this large number of business partners efficiently was a crucial challenge. The multiplicity of sources, contracts, and evaluations required a centralized and efficient approach to ensure consistency in purchasing operations.

Qualification and Vendor Referencing

Supplier qualification and referencing were manual, time-consuming processes. Qualification criteria were not always uniform, making it difficult to objectively compare suppliers and make informed decisions.

E-sourcing: Managing Tenders and Consultations

Before implementing SEMS, Marjane Holding faced a major challenge in managing tenders and consultations. The process, largely based on physical documents, was time-consuming and subject to significant delays. Digital transformation was essential to make the process faster, more transparent, and more efficient. Tenders, being at the heart of purchasing decisions, required a more modern and automated approach to ensure competitiveness, transparency, and responsiveness in a dynamic market.

Contract Management

The diversity of supplier contracts at Marjane Holding was a major management challenge. The multiplication of contract types, each with its own specificities, made centralization and efficient management difficult. Before SEMS, the company had to juggle between different systems and methods, leading to potential errors, delays in accessing contractual information, and difficulty ensuring compliance. The need for an integrated solution to centralize, organize, and simplify contract management was evident in order to optimize operations and reduce risks linked to contractual complexity.

Supplier Claims Management

Supplier claims were handled on an ad hoc basis, often through various and diverse communication channels. This lack of systematization led to delays in resolution, which not only affected relationships with suppliers but could also impact Marjane Holding's reputation on the market.

Our Solutions :

Centralized Supplier Panel Management

To overcome the challenge of supplier panel management, SEMS established centralized management of the panel. The platform provided secure, instant access to all supplier-related information. This centralization not only facilitated consultation but also ensured real-time updates, solving the problem of complexity and guaranteeing data security.

Automation of Qualifications

SEMS modules introduced an unprecedented level of efficiency in supplier qualification. By automating this process, SEMS introduced objective, reliable criteria based on concrete data. Qualifications were no longer subjective but based on clear performance indicators. In addition, supplier referencing was greatly simplified thanks to SEMS, eliminating duplicates and the human errors frequently found in manual systems.

Dematerialization of Tenders and Consultations

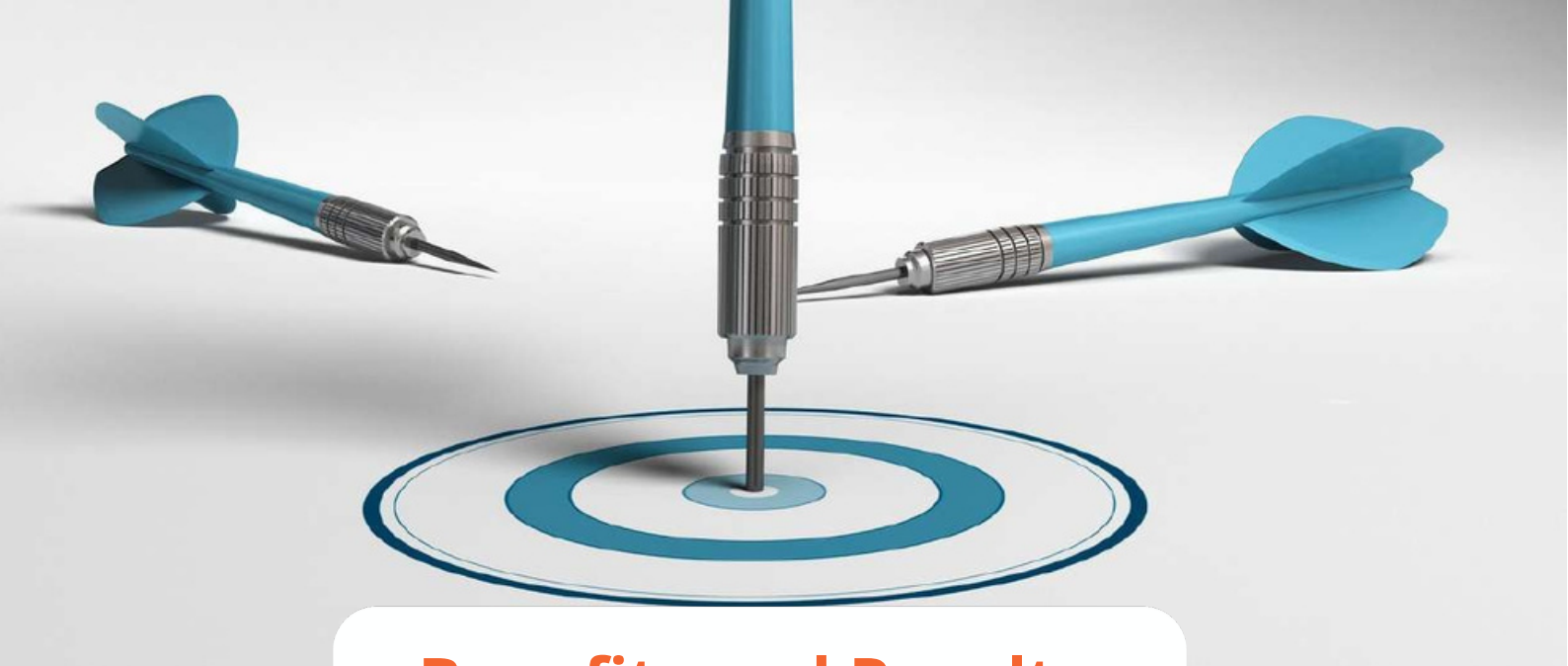
The dematerialization of tenders by SEMS brought significant benefits to Marjane Holding. In addition to speeding up consultations, this digital transition optimized document accessibility, fostering smooth collaboration between stakeholders. Thanks to this platform, Marjane Holding strengthened its ability to make informed decisions and maximize the efficiency of its e-sourcing process, contributing to more agile and transparent management of the entire procurement cycle.

Centralized Contract Management

Centralized contract management was put in place to address the challenge of contract management. The platform ensured compliance across the different types of contracts while providing quick, organized access to contractual details. This solution enabled optimized management of the entire contract lifecycle.

Centralization of Supplier Claims

One of Marjane Holding's major challenges was the management of supplier claims. SEMS introduced an intelligent, structured claims management system. Claims were now received in an automated manner, ensuring no information was lost. Each claim was tracked in an organized way, from receipt through to resolution.



Benefits and Results

By adopting SEMS, Marjane significantly improved supplier satisfaction as well as its own operational efficiency.

Regulatory Compliance

SEMS enabled Marjane Holding to maintain rigorous regulatory compliance in its transactions, thereby minimizing legal risks and ensuring transparent, legally compliant operations.

Collaborative Tool

SEMS transformed purchasing management into a collaborative process, facilitating communication between teams, strengthening cohesion, and enabling more integrated and efficient management of procurement projects.



Resource and Cost Optimization

SEMS played an essential role in optimizing resources and costs at Marjane Holding, by streamlining purchasing processes, reducing lead times, and minimizing operational costs, thereby contributing to better financial profitability.

Risk Reduction

Thanks to structured supplier management, SEMS significantly reduced risks related to purchasing operations, ensuring continuous supplier evaluation, increased traceability, and proactive prevention of potential risks.

Sustainability and Social Responsibility

The digitalization of purchasing processes enabled Marjane Holding to strengthen its social and environmental responsibility by promoting sustainable practices, notably through effective supplier management and the promotion of ethical business relationships.



Centralized Data and Improved Reporting

The centralization of supplier data enabled more efficient management of information, facilitating the generation of detailed reports. SEMS thus improved visibility and decision-making through accurate, real-time reports.

Process Optimization with Documentation

The solution brought significant optimization to purchasing processes, accompanied by thorough documentation. This improved the traceability of actions, compliance, and the quality of operations.

Value Creation Through Innovation and Agility

The introduction of innovative and agile tools allowed Marjane Holding to stay at the forefront of best practices in the sector, fostering continuous innovation and enabling rapid adaptation to market changes.

Are You Ready to Digitalize Your Purchasing Process?

Fill out the form

OR

Contact us via:



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