



Supply Chain Management Key to Success at Mydin, Malaysia's Largest Local Retail Wholesaler

Summary

Mydin Mohamed Holdings Berhad.

Industry: Retail
 Location: Malaysia
 Established: 1957

Challenge

Implement a new network to support multiple converged digital systems and applications.

Solution

Allied Telesis advanced switches provide a high performing and resilient network solution.

Success

Mydin enjoy increased efficiency with streamlined business data, and simplified network management.

Mydin Mohamed Holdings Berhad

The largest wholesaler in Malaysia, Mydin is a chain of hypermarkets, supermarkets and emporiums. Mydin sell local and overseas products at affordable prices, and cater to a large segment of the Malaysian population. The company has 4,000 employees across 28 branches nationwide.

In the hypermarket industry, having the right technology is the key that allows a business to grow, profit and successfully compete in the market. To cater to its customers' ever-changing needs, Mydin has to provide its products at the right time and at the right price to its customers, whilst ensuring excellent service.

The number one objective is to achieve marketing speed, and overall efficiency of operations and supply chain management. This is especially important with so many strong competitors in the retail industry.

The challenge

To differentiate itself from competitors, Mydin had to redefine the value it brings to its customers. Mydin's brand name signifies convenience, quality and value for money. They use Information and Communications Technology (ICT) to achieve these goals.

Getting information to people at the right time is crucial. Mydin's top priority is to ensure the consistent flow of communication in their supply chain network, from the suppliers, to logistics and warehouse, to the ground staff and management team. Mydin has installed an IP telephony system, a Point of Sales (POS) system, a business intelligence system, a logistics and manufacturing system, security surveillance, and more.

"Tying and linking all these systems together so that they can communicate with one another is crucial, because the network infrastructure is the backbone of our entire IT system. In a way, it is the bloodline of our ICT infrastructure that affects our day to day operations," said Malik Murad Ali, IT Manager of Mydin Mohamed Holdings Berhad.

The company's previous network could no longer support the complexity of their systems. As a result, enormous costs and additional resources were needed to reconcile the problems faced by employees and customers.

“Allied Telesis products are standards-based. As well as providing the necessary reliability, scalability and robustness, the Allied Telesis products complemented our other IT systems. Open communication is especially important to us. I’m happy that Allied Telesis met all of our criteria.”

Malik Murad Ali,
IT Manager of Mydin Mohamed Holdings Berhad.



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Mydin choose Allied Telesis

When selecting a vendor to upgrade the network, Mydin’s key criteria were high-value, excellent customer support, and open and direct communication with the network vendor. After a thorough selection process, Mydin chose Allied Telesis, a global IP network solution leader.

Allied Telesis proposed an end-to-end Layer 3 network, with advanced functionality that ensures high availability, easy management and security, and with performance levels that meet Mydin’s business objectives.

Core IP routing with advanced, flexible policy-based Quality of Service (QoS), rich multicast support, and a comprehensive set of control features, simplifies administration and maintenance tasks. The design incorporates efficient delivery of all data from Mydin’s converged systems and applications.

Improved business efficiency

The Allied Telesis solution has proven to be a wise choice. Mydin started to see an improvement in its network performance immediately.

In the near future, the company expects more savings both in terms of business and IT management costs. From the business aspect, the company now gains timely, accurate and consistent management and financial information, which enables it to monitor activities and transactions more closely, and react proactively to any changes in its environment.

“I am impressed by the powerful features of the Allied Telesis switches. Credit goes to the Allied Telesis team, who have in-depth knowledge and technical expertise, as well as understanding the requirements of the retail industry,” said Malik.