



Russell Hobbs

Corporate Profile

A market-leading pioneer of small appliance brands

Russell Hobbs has been synonymous with life in the kitchen for over 50 years. Known, owned and proudly on display in millions of homes across the UK, Russell Hobbs has forged a reputation for timeless, stylish kitchen appliances. From kettles and toasters, to coffee maker, cooking & baking and food preparation products, each product has been designed with the consumer in mind and offer the ultimate in performance. One in every three households own a Russell Hobbs product in the UK and Russell Hobbs today is now a leading irons brand.

Early in 2010, Spectrum Brands announced that it had completed its merger with Russell Hobbs. The company thereby added the Russell Hobbs small appliance brands, including familiar names such as Black & Decker, George Foreman, Littermaid™ and Toastmaster, to Spectrum Brands existing portfolio of global consumer brands. The result of the merger was to create a new global consumer products company with \$3 billion in annual revenues.

Business Challenge

A rapidly evolving portfolio of products

Brand recognition and consumer expectations are extraordinarily high. Nine out of ten consumers in the UK recognise the Russell Hobbs name as a leading small kitchen appliance brand. Consequently, consumers expect to be able to walk into the retail outlet of their choice, anywhere in the country and find the latest Russell Hobbs product immediately available to buy and take away with them.

The retail outlets span the range from the largest supermarket groups and major electrical chains to small family owned independent stores. Thousands of very different kinds of shops stock all or part of the Russell Hobbs portfolio. When it came to electronic commerce, a fundamental part of the challenge was to be able to cater to the varying demands of these retailers, many of whom employ different B2B communications methods.

At the same time, the Russell Hobbs portfolio is changing on a continual basis as new products are introduced and older products removed. A distinct characteristic of the company from the very beginning has been the ingenuity and inventiveness of its designers and developers. Back in 1955, for example, Russell Hobbs designed the world's first automatic kettle. More recently, the company has developed the world's first fully programmable kettle. From a supply chain perspective, this emphasis on innovation leads to a constantly evolving product portfolio. The company has also dramatically expanded its product range by developing new product categories. From the very beginning, Russell Hobbs has been the market leader in kettles and toasters, and has built on this track record to become a leader in irons, food preparation and

now floorcare, with a growing presence in other markets, such as cookware and bakeware. Today's lines cover food processors, electric kettles, toasters, vacuum cleaners, irons, sandwich toasters, juicers, smoothie makers, and electric hobs.

A key requirement in the company's B2B electronic commerce requirements was scalability and the ability to manage large volumes of product orders across many different lines.

Finally, there were geographic aspects to consider since the prime markets for Russell Hobbs are UK, France and Germany.

The Solution

Support for the complete variety of retailer standards

Russell Hobbs is a long standing customer of GXS™. Currently, the company is using GXS Desktop EDI™, a PC-based software solution that connects to the GXS Trading Grid® and translates documents to and from customers' EDI format via easy-to-use desktop forms. With its major retailer customers, Russell Hobbs exchanges a range of electronic messages including delivery notifications, invoices, orders and order changes, and in the near future will include Advanced Shipping Notifications (ASNs), electronic proof of delivery and inventory reports.

To support this range, Russell Hobbs has to be able to accommodate a variety of communications methods and EDI standards including ANSI X12 EDI, Tradacoms, and EDI-FACT or EANCOM. GXS supports all of these different standards.

On a business level, GXS provides Russell Hobbs with a quick win in terms of demonstrating to retailers that the company is flexible and easy to do business with. The process of setting up a new trading partner has been significantly accelerated.

Before GXS, Russell Hobbs worked with another supplier whose solution left staff with a major headache since they were unable to do any mapping themselves. The company cites the quality of GXS support as a major attraction for them, especially when it comes to undertaking complex mapping assignments.

The Results

Sales order processing team re-deployed

GXS is helping Russell Hobbs to become an Active Business that can send and receive information in any format and via any method preferred by its customers without creating a technology challenge or costly support burden for the business.

Russell Hobbs typically exchanges 250 files per day, and each file can include multiple orders. The company trades electronically with major multiples such as Argos, Asda, Comet, Dixons, Morrisons, Sainsbury's, Tesco and Wilkinson.

It is quick and easy to add new trading partners, as Lee Shepherd, a business analyst with Russell Hobbs, explains: "The sales team used to always be pushing us to get a new trading partner on-board more quickly. With GXS, this is something we can easily achieve."

The increased efficiency provided by GXS Trading Grid® has enabled the reduction and redeployment of staff in the sales order department. This department contained 20 people five years ago. An entire department of staff was once dedicated to processing orders and sales order changes, a business-critical task that took up hours of time. Now, most of that department has been re-assigned to different and more productive duties.



About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimise product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally. Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at www.gxs.co.uk.

UNITED KINGDOM

18 Station Road
Sunbury-on-Thames
Middlesex TW16 6SU
United Kingdom
+44 (0)1932 776047 t
+44 (0)1932 776216 f
www.gxs.co.uk

**NORTH AMERICA AND
GLOBAL HEADQUARTERS**

9711 Washingtonian Blvd.
Gaithersburg, MD 20878, US
+1-800-560-4347 t
+1-301-340-4000 t
+1-301-340-5299 f
www.gxs.com

FRANCE

Cachan Porte Sud
191, av. Aristide Briand
94230 Cachan
France
+33 1 46 73 16 00 t
+33 1 46 73 16 01 f
www.gxs.fr

GERMANY

Leyboldstrasse 16
50354 Hürth-Efferen
Germany
+49 2233 609 0 t
+49 2233 609 205 f
www.gxs-gmbh.de

ASIA PACIFIC

Room 1609-10
16/F China Resources Building
26 Harbour Road, Wanchai
Hong Kong
+852 2884-6088 t
+852 2513-0650 f
www.gxs.asia.com