Recall Management
Fast, Efficient Recalls

Defective products can result in injuries, untold financial liability and brand damage. Yet without knowing the root cause of the defect and pinpointing every affected lot or batch, recalling goods can create similar challenges that only grow more consequential each moment the defective goods remain in circulation. E2open®'s Recall Management application enables manufacturers to analyze goods for potential failures and track them wherever they move around the world, leading to rapid, surgically precise recalls.

Although brand owners maintain strict quality standards, the continued rise in outsourcing and the variability of raw materials has led to an increasing number of defective goods. In certain industries, recalls for defective goods are required and carefully regulated. Companies must be able to rapidly identify the affected products, remove them from the supply chain and issue replacement goods. These activities come at an enormous cost, especially if the company cannot clearly identify which goods are defective and are forced to recall and replace goods that are not actually affected.

One of e2open's Collaborative Manufacturing intelligent applications, e2open Recall Management helps brand owners identify the source of defects, quickly locate all the affected goods, efficiently recall them and issue replacements. The ability to take quick, decisive action helps protect consumers and mitigates financial liability and brand damage. Brand owners gain end-to-end visibility across channel, logistics, global trade and supply, orchestrating remedial actions across multiple cross-functional and cross-enterprise areas. The ability to pinpoint the root cause of defects also helps prevent the need for future recalls.

Key Features

- Provides end-to-end chain of custody visibility and a single pane of glass across all ecosystems
- Uses highly flexible and configurable data models to simulate multiple recall scenarios
- Orchestrates tailored, multi-step business processes with built-in workflow functionality
- Provides executive-level metrics on recall effectiveness so that corrective measures may be taken if needed
- Engages trading partners, including contract manufacturers, logistics providers and suppliers, to help resolve recall issues

Key Benefits

- Reduces costs and improves supply chain speed and efficiency by enabling surgically precise recalls
- Reduces the frequency of defects and the number of recalls by proactively identifying and resolving potential quality concerns
- Enables fewer expedited shipments by reducing quality defects
- Mitigates brand damage — and even improves brand equity — by enabling effective recall management
- Strengthens the relationship between brand owners and their trading partners by improving communication and collaboration

Effective Identification, Quarantine and Recall

E2open Recall Management empowers brand owners to identify potential quality concerns and launch and manage efficient recalls to maintain a strong brand and solid customer relationships.

Chain of Custody Tracking Across Functional Areas

E2open Recall Management captures all steps that occur during production, including assembly manufacturing, process manufacturing, testing and packaging. The system then uses an underlying data model and genealogy tracking to translate these steps into traceable digital representations that establish a chain of custody, laying the groundwork to do meaningful root cause analysis.

Simulation of Multiple Recall Scenarios

When quality issues arise or recalls are required, brand owners can analyze the whole supply chain —including external manufacturers — to determine the root cause of defects. They can simulate multiple scenarios to identify the optimal recall process and minimize disruptions. The insights that result from this analysis help stakeholders across the supply chain understand how widespread the defect is, target only the defective goods and efficiently recall them.

Bespoke Recall Management Workflows

Every recall is different and may require business users to quickly institute a completely new set of resolution processes and workflows. This application lets companies respond with agility and coordinate effectively with external trading partners to reduce the number of expedited shipments. Users can create tailored workflows and business rules to ensure the recall process fits the situation.

Collaborative Execution Through Trading Partners

The system creates exception reports and sends them to supply chain participants within the enterprise and to suppliers, manufacturers, logistics service providers and channel partners. This allows trading partners to work hand-in-hand with brand owners to work through the recall process in the most effective manner. Trading partners gain enhanced confidence in brand owners through a proactive and collaborative approach rather than the pressure of dealing with an urgent recall where the root cause is unknown.

Actionable Insights Through Executive Reporting

The system accesses data from all transactions that happen from channel to supply. Manufacturers and other stakeholders receive key performance indicators along with visibility into deviations beyond normal upper and lower limits that might signal a quality issue. Brand owners can trace any potential quality defects uncovered in the channel back to the specific manufacturer so that they do not escalate into broader recalls. This precision can significantly reduce recall costs and timeframes, which, in turn, helps solidify consumer confidence in the company and its partners.

e2open®

End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Minimize brand damage and costs while safeguarding customer loyalty by identifying quality issues and managing fast, efficient recalls across manufacturing, logistics and distribution channels.

About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. Visit www.e2open.com.

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