



Aligning Sales and Supply Chain Planning

Leading FTSE-10 FMCG company

Out of Stock typically impacts four areas - Loss of sales, Order Fulfillment, Customer Loyalty and Shipping Costs, all of which eventually lead to margin erosion.

Reduced Process Cycle Time from
24 hours to 1 hour

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CHALLENGE

The Client, a Fortune 500 CPG leader, had trouble aligning Sales Forecasts to the Supply Plan, resulting in increased instances of Out-of-Stock. The existing manual process involved usage of legacy systems that were rigid and time consuming.

SOLUTION

- Anaplan based solution that connected Sales Forecasts with Supply planning
- Defined Complex Volume Substitution and Adjustment Rules to translate Sales Forecasts to the daily distribution requirement
- Allocated the volume plan to warehouses considering Delivery Lead Time, Warehouse Delivery calendar and Capacity constraints
- Integrated warehouse net requirements with SAP APO for supply planning

RESULTS

- Improved upstream demand visibility resulting in increased service level
- Reduced OOS at warehouse and retailers