

Scenario-based Sales and Operations Planning

ABOUT THE CLIENT

The client is a multinational brewing company with over 500 beer brands in 150 countries with a deep understanding of multi-cultural markets.

The client needed to invest in a robust demand planning mechanism. The goal was to break the siloed nature of the sales & operations planning (S&OP) process that generated a sub-optimal output.

WHAT WAS NEEDED

- The client's S&OP processes consisted of inefficient manual processes:
 - Spreadsheets were used, injecting inaccuracies and redundancy into the system
 - The manual entries resulted in a tremendous amount of rework and lost hours
- The client needed to transition to an Integrated Planning solution to improve production planning across all its brands

SOLUTION

- An integrated Anaplan solution cutting across sales, demand, production, sourcing and allocation
- Planning dashboards across the S&OP cycle

RESULT

- An integrated view of S&OP connecting discrete functions for better planning/ faster decisions
- Reduced S&OP cycle time by 60%
- Improved sales forecast by 30%
- Sales team could input forecast volumes for demand team to use for supply planning
- Supply teams could apply plant capacity constraints and finalize production volumes
- Automated margin contribution calculation
- Access to MACO (Marginal Contribution) insights that could drive more effective demand forecasts

ABOUT ITC INFOTECH'S INTELLIGENT PLANNING & EXECUTION CAPABILITIES

As part of our Intelligent Planning & Execution capabilities, we help businesses gain competitive advantage by amplifying business outcomes through effective planning, and augmenting decision making and execution with insights. With our deep domain, technology, and practitioner's experience we have enabled some of the largest global enterprises to derive and amplify value from their Trade, Marketing and Distribution, Supply Chain, Workforce and Financial planning initiatives. Our strategic partnership with Anaplan – a leading connected planning solutions provider, design-led delivery approach combined with subject matter and analytics expertise, helps business leaders and end users enable Planning and Execution with precision resulting in reliable insights and informed decision making.