



Optimizing Supply Chain Efficiency for a Fortune 500 Consumer Products Giant

Streamlined Processes, Improved Accuracy, and Enhanced Inventory Control Deliver Cost Reductions and Performance Gains



Industry: Consumer Products

Business Model :Manufacturing, Sales, Distribution

Region: India

About the Company:

A Fortune 500 consumer products company in India faced challenges with excessive channel inventory, inaccurate forecasting, and an inefficient VMR process, hindering their inventory management and sales opportunities.

Anamind:

The implemented solution empowers companies to enhance their forecasting and inventory planning through advanced analytics, guiding teams to optimize the supply chain and improve performance.

Challenge :

- **Excess Inventory:** Channel inventory exceeded 70 days, with 8% SLOB.
- **Compromised Range Selling:** The high channel inventory, often consisting of an unfavorable product mix, restricted the availability of in-demand products, potentially leading to lost sales.
- **Low ASL Adherence:** Distributors struggled to meet stock targets.
- **Low Field Sales Productivity:** Manual inventory management processes diverted the sales team's focus from core market-facing activities, contributing to a 2% year-over-year decline in sales.
- **Investment in New System and Team:** The prospect of implementing a new planning system presented challenges in terms of financial investment, time commitment, and the learning curve associated with new technologies and processes.



Anamind's Solution

To address these challenges, a comprehensive solution was implemented, focused on optimizing secondary sales forecasting, inventory planning, and demand sensing. This involved:

Outcomes

- **Planning as a Service** : A streamlined planning process was established, supported by expert analysts and advanced analytics. This collaborative approach involved close coordination between internal teams.
- **Insightful Planning Intelligence**: Advanced demand sensing reports provided detailed visibility into regional performance and product trends. Interactive dashboards highlighted areas needing immediate attention.
- **High Forecast Accuracy** : Forecast accuracy improved to over 80% through collaborative efforts and advanced algorithms.
- **Remapping Primary Sales Forecast**: Enhanced accuracy of secondary sales forecasts enabled a more precise derivation of primary sales forecasts.
- **Optimized Channel Inventory**: Channel inventory was reduced to 30-40 days, and the product mix was optimized.
- **Enhanced Planning Capability** : A robust and responsive planning capability was developed, achieving targeted outcomes

Testimonial :

"We've seen great results with this solution! It's improved our forecasting, collaboration, and decision-making, especially with its user-friendly interface and drill-down features."

Contact Anamind today to learn more about how we can help you achieve your demand planning goals.



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