

Case Study

Demand Planning



Angelini Beauty

# Angelini Beauty Simplifies Demand Planning with Blue Yonder

## Results

- Reduced inventory levels by 30%
- Improved customer service
- Increased efficiency, productivity and accuracy of demand planning team

## Accurate forecasting leads to a 30% inventory reduction:

“Blue Yonder’s demand planning solution manages the complexity of our product lines and customer markets. It leverages multiple history streams, forecasting algorithms, promotional information and event data to improve forecast accuracy. It classifies our products based on their demand patterns, applies the right forecasting algorithm, and automatically assigns the right stock levels. As a result, we have decreased our inventory by 30%.” – **Product Supply Chain Director**

## Challenges:

- Headquartered in Milan, Italy, Angelini Beauty is a leading global manufacturer and distributor of fragrances and cosmetics, through licenses with fashion firms and luxury brands. The company operates in 85 markets around the world.
- Because of the seasonal and trendy nature of its products, as well as the geographically scattered markets it serves, Angelini Beauty struggled to accurately predict demand and define profitable stock levels.
- The company partnered with Blue Yonder on a cloud-based implementation of its demand planning solution, replacing manual processes and spreadsheets with automation and robust analytics.

## Improved customer service, with lower stock levels:

“Serving 85 markets means we have a lot of demand variability based on seasonality and shopper preference, not to mention trendy and short-lifecycle products. Our Blue Yonder solution helps Angelini Beauty recognize and immediately respond to shifts in demand, from new product introductions to end-of-life, driving high customer satisfaction levels. This capability is a significant competitive advantage.”

## Simplifying even the most complex demand planning challenges:

“Blue Yonders helps us predict demand across all product types — including fast- and slow-moving, lumpy, short-lifecycle, trending, steady, highly seasonal and causal-driven products. We can now create an accurate consensus demand plan for each type of product that is both manageable and forecastable.”

## Optimizing planning via automation and analytics:

“Prior to partnering with Blue Yonder, Angelini Beauty relied on manual analysis and had no real visibility to actual demand. Our processes were slow and inaccurate. Now we are using a rapid, automated process and working by exceptions. That makes demand planning and analysis faster, more efficient and more collaborative, while also improving accuracy and visibility.”

## Solution benefits:

- Blue Yonder’s demand planning solution gathers information from both passive and active data points, organizing and delivering proactive, prescriptive insights for improved forecast accuracy. Angelini Beauty can pinpoint local demand across its 85 markets and satisfy customers without high investments in safety stock.
- Blue Yonder harnesses the power of machine learning to analyze potential demand-influencing factors in real-time. This powerful software-

as-a-service (SaaS) solution helps Angelini Beauty develop a collaborative forecast that effectively predicts and shapes consumer-driven demand across segments and markets, as well as throughout its products’ complete lifecycles.

- Angelini Beauty benefits from the highest degree of speed, efficiency and automation, as the Blue Yonder solution autonomously arrives at unbiased predictions that lead to more profitable business decisions. Exception-based demand management means that Angelini planners only intervene when their attention is absolutely needed.

## Blue Yonder’s expertise

“Blue Yonder has demonstrated an impressive understanding of how to address our challenges, while optimizing our supply chain decisions with accurate, integrated demand visibility and management. Blue Yonder has provided us with a complete standard solution that helps Angelini focus on daily forecast accuracy, achieve inventory/stock level reductions, improve customer service metrics and reduce costs.”  
- Product Supply Chain Director

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