

# The Demand Driven Supply Chain

## Result

• **15%** Increase in forecast accuracy

### Productivity improvement

Over the years, the fast-moving consumer goods (FMCG) market has become more competitive with more global brands in play. Brand owners need to constantly adapt to new consumer trends or competitive strategies implemented by retailers. Additionally, the cost pressures across the supply chain need to be managed. In the midst of these dynamic factors, Campbell Arnott's recognized the need to ensure their teams continue to do their jobs efficiently and have the technology that supports the process of continuous improvement.

### Challenges

- In the midst of dynamic factors, Campbell Arnott's recognized the need to ensure their teams continue to do their jobs efficiently and have the technology that supports the process of continuous improvement.
- To meet these challenges, Campbell Arnott's sought to improve forecast accuracy, reduce stock-outs and decrease inventory levels.
- The company also wanted to create alignment across supply and demand planning to drive greater operational synergies.

### On implementing a solution

At Campbell Arnott's, Blue Yonder's forecasting and replenishment capabilities are used by the supply planning team and customers' supply chain team. The solutions are fully integrated such that with any changes in demand planning, the supply planning team has access to real-time data. The integration of Blue Yonder's forecasting and replenishment capabilities enables the company's supply planning team to supply the factories with up-to-date data, allowing them to optimize their production assets. In addition, with market changes, the team has flexibility to revisit and update the plans in response to these changes. Real-time, integrated data has led to better response and reduction in errors.



“Technical solutions like Blue Yonder help to bring some direction in the chaos. The Blue Yonder team has worked with us on levels of customization, algorithm selection process and defining suitable hierarchy planning levels.”

— **Demand Planning Manager**

#### On real results

With the implementation of Blue Yonder's forecasting and replenishment capabilities, Campbell Arnott's has seen better performance in forecast accuracy, BIAS1, and OEE2. The solution also brought a broad enough scope to enable the Campbell Arnott's team to model demand signals and test different scenarios.

“We moved to a weekly based forecast, making our demand periods consistent across the product portfolio, thus providing a consistent view and improved planning processes. Efficiencies are improved with automated segmented processes that address stable and lumpy demand patterns enabling our business to focus on erratic demand.” — **Demand Planning Manager**

“Our IT providers such as Blue Yonder are critical for our company's operations. The outputs from Blue Yonder touch most parts of our business and impacts our total supply chain.” — **Demand Planning Manager**

#### Solution benefits

- Increased forecast accuracy by 15 percent
- Established a single view of forecast across demand planning and supply planning
- Reduced out-of-stock and inventory days.
- Enhanced data analysis and scenario testing
- Increased operational efficiencies
- Improved compliance levels

#### Blue Yonder's expertise

Campbell Arnott's turned to Blue Yonder to implement a demand planning platform and since then, Blue Yonder has been a part of Campbell Arnott's journey to deliver quality to their customers.