

Case study

Forecasting,  
and Master Planning

Partner

# Partner Communications Connects Supply with Demand

## Results

- Reduced inventory costs
- Improved forecast accuracy
- Increased distribution planning productivity
- Improved equipment availability

## Improved productivity

“These capabilities are state-of-the-art solutions. They’re very flexible and easy to implement. By using them, we have reduced the cost of inventory by 20 percent.” – **IT Director, Partner Communications**

## Challenges

- Headquartered in Rosh Ha’ayin, Partner Communications is a leading cellular operator that commands about 29 percent of the Israeli communications market. The company’s two strong brands, Orange and 012 Smile, are known for delivering superior customer service in a crowded market. Partner also has built a reputation for product and service innovation, and it was the first cellular provider to introduce 4G services in Israel.
- “At Partner, we embrace new technologies, and we give our customers the best solutions available in the market,” said an IT Director for Partner Communications. “Speed of delivery is essential to our business in order to give the best service quality to our customers.”
- To support its commitment to providing outstanding customer service and product availability, Partner turned to Blue Yonder in an effort to improve service levels, increase productivity and reduce costs by automating product forecasting and distribution planning.

## Solution Benefits

- Partner implemented forecasting and master planning, to reduce inventory costs and decrease product delivery and distribution planning time. “We chose Blue Yonder because it offered best-of-breed solutions that met all of our major functionality requirements,” said an IT Director for Partner Communications.





- With cellular equipment constantly changing, Partner leverages Blue Yonder's solutions to compete in this competitive environment. "We use the solutions to forecast the demand for handsets and devices, and for spare parts for repair. We also use them to plan the distribution of devices and spare parts to our shops, dealers and labs," noted an IT Director for Partner Communications.
- Blue Yonder's forecasting capabilities enable the company to accurately predict demand across its products' complete lifecycle, including the complex task of predicting demand for short lifecycle products and new product introductions. This helps Partner avoid demand and supply mismatches, which can not only be expensive, but can also hurt the company's reputation for providing excellent customer service.
- The master planning capabilities from Blue Yonder enable Partner to build optimal amounts of inventory at the right places in its network. This allows the company to provide the right mix of equipment and spare parts to its shops, dealers and labs, without over-investing in inventory. By eliminating manual analysis and frequent plan adjustments, planning productivity is also improved.

### Why Blue Yonder

To continue to win and retain customers in this challenging environment, Partner relies on Blue Yonder's solutions to match the range of products and services offered very specifically to its customers' needs.

**"Blue Yonder has become crucial to all our supply chain processes. We have had an excellent experience with Blue Yonder. We receive outstanding customer support and are very, very pleased with our Blue Yonder solutions." - IT Director, Partner Communications**

 Luminate Planning

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