



# Future Planning with IBP at **Wella**

Gartner Supply Chain  
Symposium Xpo  
**Barcelona**



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# Wella's Demands a **New Vehicle** for Growth



O·P·I



17 countries | ~\$2.8B Net Rev.

## Global Network

3 production sites

20+ Key TPMs

27 DCs

>400M pcs/year



## Planning Landscape

Centralized supply

Local Demand

~350k DFUs

~15K SKUs

Exit Legacy platforms & Eliminate Business Risks

Get Future Proof & AI Ready

Step Change in Planning & S&OP capabilities



# IBP is Not Just Software. It is a **Key Enabler** For Process Improvements and People Capability Growth.

## Supply Chain Vision: We Supply Growth



### New Better Tool

Solving systemic  
legacy pain  
points



### Enhanced S&OP

Consensus via  
Volume Forecast  
Valuation



### ~300 People

Increasing global  
Capability &  
efficiency

E2E integrated planning powered by  **BlueYonder**

# An Exciting Journey from Idea to Global Supply Chain Transformation in Less than Three Years



BlueYonder



New Data Platform



Enhanced Reporting



New Processes

Jul'22



Vendor Selection

Jun'23



BluePrint

Dec'23



Implementation Start

Oct'24



DEMAND Americas

Mar'25



S&OP Americas

Sep'25



DP/S&OP Global

Mar'26



Supply Global

## Business-Case-Driven Approach

Tied every capability to a quantified pain point. Focuses agility to make scope choices without losing value.

## Change Management Insourcing

Insourced CM from Day 1; built super-user networks in every BU. Secures E2E commitment and faster adoption.

## Result-Based Agile Delivery

Crawl-Walk-Run execution; 7-month UAT purely for SP. Protecting budget while guaranteeing quality.

## In-house leadership & one-team model

Wella owned design, scope, and QA. one-team approach no matter what.

# Proven Results **Today** Power up AI transformation **Tomorrow**

## Demand / S&OP

**+6pp** Forecast Accuracy      **85%** Stat Forecast Adoption

One-number Forecast Valuation  
S&OP Scenarios  
Sales Channels Forecasting

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## Supply Planning

**95%**  
Projected Fill Rate

E2E Linear Optimization  
PIPO Automation





## Future Planning with IBP at **Wella**

# THANK YOU!

**See you at BlueYonder  
Booth #207**

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