



OPTIMAL DEMAND MANAGEMENT WITH ANALYTICS

Step change improvement in Forecast Accuracy

- Step Change Improvements in Forecast Accuracy at detail levels for a client with a complex product portfolio with many products and variants.
- Smooth transition to new Processes.
- Rapid rollout of optimal algorithms across monthly, weekly and daily planning processes

Challenges

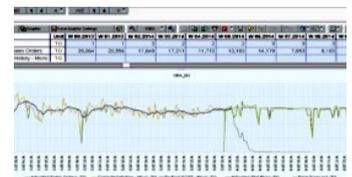
Improving accuracy of demand signals across the entire Supply Chain was a key process initiative. Given a diverse portfolio of products and configurations that had variable life cycles, translation of consensus macro plan to an accurate detail level manufacturing and processing demand signal was very challenging

Solution

It involved many innovative developments such as Automatic determination of Supply Chain Model based on business rules and statistical sig-

nificance to channel more accurate manufacturing signals, an optimised planning hierarchy based on current product mix, market focus and macro and micro level planning process, an integrated Master Data Control System to apply tighter control on planning model and demand propagation, enhanced and customized multi-echelon Safety Stock Planning to accurately reflect point of production changes and as a potential inventory optimisation tool, automatic ABC and XYZ classification to provide sharper focus on forecast

accuracy improvements, ad-



Optimal demand signal

vanced algorithms (similar to optimisation) to minimize Forecast errors and improve consumption of forecast with real demand, integration of Customer Service Offer Lead times and daily demand in the planning process to improve service levels and a built-in Forecast Accuracy monitor.

Predictive Analytics and Optimisation

Segmentation and Classification for detecting significant products and sourcing relationships. Products and configurations that had low contributions were automatically removed from the supply

chain model. To reduce forecast error an optimal demand split across various products and configurations was achieved. This is based on an innovative multi-level, cross-period demand consumption

algorithm, which has provided step change improvements across various planning processes.

Our team's demonstrated capabilities are illustrated in these case studies

Our consultants have developed these solutions and related expertise both during current assignments with clients of Ascentra Consulting and also during their previous engagements

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Ascentra Consulting

We help our clients achieve their identified business outcomes, by providing creative, Predictive Analytics based solutions.

Domain: Supply Chain, Asset Management and Customer Focused solutions for various industries

Analytics: Forecasting & Optimization, Market & Volume Share Predictions, Customer Profiling & Segmentation, Market Basket Analysis, Repeat Buying Behavior Analysis, Credit Scoring, Churn Models & Brand Price Trade Off Models

Technology: SAP : SCM , BI, HANA, Predictive Analytics, SAS, SPSS, Cognos, Hyperion
