e2open

BRIEF CASE

Identifying demand shifts in real-time

For over a century, this globally recognized candy maker has put smiles on faces with various candies, chocolates, and sweets enjoyed in over 180 countries. It's a tremendous global effort underpinned by a fast-moving supply chain supported by over 34,000 associates operating in more than 80 countries.

The situation

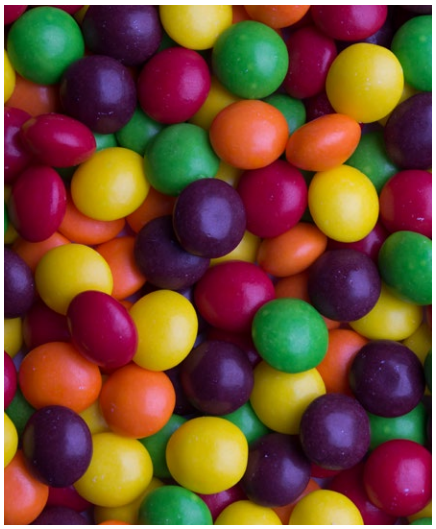
With an expanding global footprint and increasing demand for its products, the candy maker found that their current demand planning process was no longer effective. This was due, in large part, to cumbersome manual processes and tasks that kept planners from focusing on higher-value activities. Moreover, planners had limited ability to segment forecasts and run what-if scenarios. As a result, they were unable to identify demand shifts in time to take corrective measures.

The challenge

In the snacking industry, it is important to predict demand to avoid empty shelves or excess inventory accurately. Even before the pandemic made accurate forecasting more difficult, the company was facing challenges with fluctuating seasonal demand. As a result, they realized they needed a better method to detect and model actual seasonality in their high-volume business. By identifying demand shifts more accurately, the company could shift from reactive mode to more agility – and simultaneously ease the pressure on their margins.

The solution

The candy maker recognized the importance of demand sensing in their planning transformation journey. To achieve this, they opted for demand sensing capabilities from e2open. They implemented e2open Demand Planning to generate a weekly statistical forecast using advanced artificial intelligence and machine learning (AI/ML) algorithms. The final demand plan was then fed into the e2open Demand Sensing application, which supplemented it with point-of-sale (POS) and other data, resulting in highly accurate daily forecasts.



The e2open solutions were first deployed in North America, followed closely by a rollout in Asia Pacific, and then Europe. These solutions automated activities and gave planners the ability to identify demand causal factors in near real-time. The result: more accurate demand forecasts and improved decisions through dynamic what-if analysis.

Candy Maker

Challenges

- No ability to detect demand volatility in a timely fashion
- Unsustainable demand planner productivity levels and workloads

Solution

- Utilize external data sources and AI/ML to detect and more accurately predict short-term demand

Application

- E2open Demand Planning
- E2open Demand Sensing

The outcome

Today, the candy maker is using the solution globally, and it serves as the cornerstone of their end-to-end planning transformation journey. The company is now more responsive and agile in the face of volatile demand. Specifically, they receive value in three key areas:

- **Accuracy:** Demand forecast accuracy for every item-location combination lead time has improved by over 23%.
- **Productivity:** Planners can now do more with less as low-touch/no-touch short-term demand planning frees them to address high-value activities.
- **Standardization:** Standardizing processes across regions reduces exception handling and accelerates best-practice learning.

Applications

- Demand Planning
- Demand Sensing

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: **www.e2open.com**

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