e2open®

CASE STUDY

High-Tech Giant Captures Large Unexpected Orders and Unplanned Demand Without Disrupting Supply Chain

In Search of Resilience

This technology and services company based in the United States generates over $50 billion of revenue annually. Its workforce of over 150,000 employees operates in multiple countries, selling through direct and indirect channels. Though most customer orders are fluid and well-planned, 20%-30% of the company's orders are unplanned and have non-standard volumes and product mixes. The unplanned nature of these orders creates the risk of potentially disruptive impacts, such as dissatisfied customers, contractual penalties and higher costs to expedite manufacturing and shipping. In an effort to capture these large upside orders while limiting disruption, the company created a dedicated sales hotline and specialized order review processes. However, these steps were not enough to sufficiently mitigate the challenges from these unplanned sales orders.

Data Issues, Human Errors and Technical Limitations

To respond to the challenges, the technology company sought to accomplish two things. First, they wanted to maximize revenue by not losing any feasible order. This would require a quick response to all sales inquiries, immediate identification of any orders that could be disruptive and rapid changes to existing plans to accommodate more orders. Their second objective was to minimize risks of reputational damage and increased costs due to missed or delayed order fulfillment. This involved quick assessment of the overall impact of a potential order to everything that was already committed or planned.

The technology company's ability to provide a fast response to unplanned sales orders was limited by the fact that the information required to assess order feasibility was spread across multiple internal systems, such as those for quotes, planning, orders and customer relationship management (CRM). The data itself also presented challenges. It was high volume, often including more than a dozen versions of a sales quote and up to 100,000 possible product variations. Data quality and clarity were also a challenge. More than half the product information on these unplanned orders referred to the wrong product platform or was too vague to be useful since it used product descriptions rather than unique product codes.

Functional gaps in their legacy planning solutions prevented the company from adapting existing plans fast enough to take on more orders. The use of spreadsheets to identify these large upside opportunities let unfeasible orders slip through the cracks, leading to increased risk of higher costs and customer dissatisfaction. To compound these many challenges, the company relied on manual processes to identify and manage potential disruptions.

Why e2open®?

To easily distinguish between feasible and unfeasible new orders, the company decided it was time for something new that could finally address these persistent issues. Based on a prior trusted supplier relationship, the company knew that e2open's capabilities in processing high volumes of data were mature and fully scalable to handle future needs. The deciding factor, though, was finding a single platform that could work with technology tools the company was already using without

the need for a concerted integration effort. E2open was the only vendor that addressed the data challenges, offered impressive planning capabilities and supported the execution of the plans on a single platform.

Building Resilience One Step at a Time

After collaborative discussions with e2open, the company decided to solve the challenges of siloed, high-volume, poor quality, disruptive order data by expanding the use of an e2open application deployed in their channel business. From there, they would add capabilities to help manage demand and keep sales and operations teams synchronized.

E2open Applications

The following applications were selected from across e2open's Channel and Planning suites:

- E2open Channel Data Management
- E2open Demand Planning
- E2open Sales and Operations Planning

The Path Forward

Initially the company intended to simply replace its legacy planning systems with more modern applications from e2open, providing a richer set of capabilities. They soon realized that without resolving their direct sales data challenges, large upside orders would continue to be disruptive. Because of this, the first step was to adapt the algorithms in e2open's Channel Data Management application to identify specific products across sales quotes, CRM opportunities and planning bills of materials (BOMs). The next step was to deploy e2open Demand Planning and e2open Sales and Operations Planning, replacing their legacy planning solution. This combination gives planners the insights required to quickly assess the feasibility of every order. They can also run what-if scenarios, look for alternative parts when availability is constrained, collaborate with sales and suppliers to adjust plans, prevent disruption and expedited costs, and rapidly provide accurate delivery dates.

Great Data Paves the Way

The new solution handles large upside orders in three stages. First, it automatically identifies orders which have the potential to disrupt ongoing supply, logistics and planning. Next, it evaluates the unplanned order's disruptive impact and assesses whether existing plans can be altered to accommodate the new order. Last, it implements any feasible changes. This is a significant improvement compared to the enormous amounts of time planners had spent in the past hunting for product and quote information and trying to identify large upside orders. Now, e2open Channel Data Management automatically identifies 80% of these orders, freeing planners to focus on the higher value activity of assessing whether the orders are feasible. As a result, the business can respond faster to sales inquiries, capturing more revenue and maintaining high levels of customer satisfaction while also minimizing the risk of accepting untenable orders.

E2open Channel Data Management automatically identifies 80% of large, upside orders, freeing planners to focus on the higher value activityof assessing whether the orders are feasible.

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 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 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.

E2open and the e2open logo are registered trademarks of e2open, LLC. Moving as one. is a trademark of e2open, LLC. All other trademarks, registered trademarks, or service marks are the property of their respective owners.

CSHTG221

9600 Great Hills Trail, Suite 300E, Austin, TX 78759 | Tel. 1.512.425.3500 | e2open.com

e2open