Rapidly growing American sporting goods manufacturer with a global portfolio of leading category brand names focused on protection, performance and recovery.

CPG Retail
Anaplan for
Demand Planning,
Supply Planning & Reporting

Business Challenge

- **Antiquated S&OP process lacked scalability** – the organization has grown quickly through organic growth and M&A, the planning SKUs have the potential to triple in the next 6 months, current solution was rigid and not very user-friendly
- **Ineffective Data Analysis** – maintaining and utilizing legacy processes proved to be time consuming and unable to provide in-depth analysis; desire to toggle between weekly and monthly consumption ratios was not possible
- **Delayed Decision Making** – the organization needed flexible real-time decision making in order to improve their competitive edge in the sports brand market
- **Fear of "customized" software -** the organization had a bad prior experience with software that needed to be coded to their needs and desired an out-of-box experience that would not create limitations and barriers

Solutions

- **Peloton's Anaplan Supply Chain Accelerator** – provided the foundation for an out-of-box experience, fast ROI, comprehensive solution yet tailored to their organization and owned by their functional business team
- **Forecast Accuracy** – provides real-time insight for demand planners to improve demand forecast
- **Rolling Statistical Forecast** – 14 statistical calculations automatically run and update while indicating the best possible statistical method based off key indicators, with the capability of customization of the statistical forecast methods and quantity outputs
- **Exception-based Reporting** – Demand and Supply exception reporting to bring focus of demand & supply planners to problem areas, SKU level visibility for granular depth enabling more timely actioning
- **Long-term Buy Plan -** Ability for supply planners to quickly plan for all SKU's at a 24-month horizon, providing visibility to factories and showing unit and dollar impact of inventory policy drivers

Impact

- **Automated Planning** – Baseline for planning is widely automated for all products at varying levels of granularity, within minimal user interaction necessary
- **Scenario Modeling** – Solution allows for testing of assumptions and application of trends before a final forecast is concluded
- **Enhanced Reporting** – Improved S&OP process enables organization to see financial impacts and dollars associated