

INTEGRATED BUSINESS PLANNING

IBPNOW™ FOR CPG INDUSTRY

Transform your supply chain with an accelerated planning solution

CPG INDUSTRY CHALLENGES

Manufacturers face increased pressure to improve supply chain visibility and planning.



Frequent new product launches and complex promotion planning to meet shifting buyer requirements



Managing multiple subcontractors for co-packing and re-packing processes on a global scale



Product substitutions, inventory write-offs on discontinued products and declining profit margins



Achieving optimal utilization of production resources against the backdrop of constant change



Limited visibility of inventory across supply chain



High transportation costs, replenishment planning on a large distribution network

IBPNOW™



Preconfigured Solution



45+
Industry Scenarios



Best Practices



KPIs

OUR SOLUTION FEATURES

Plan with the speed and accuracy your supply chain demands.



Demand sensing capabilities, using POS data as an input to create an accurate forecast of demand based on the current realities of the supply chain. Demand planning occurs in a collaborative environment



Maintain marketing events and trade promotions for parent products and analyze impact on base products



Seamlessly substitute forecast and inventory to successor product and improve discontinuation planning and execution.



Shelf-life planning helps CPGs plan more accurately and predict inventory waste due to expiration. Production smoothening minimizes fluctuations in production lines and upstream levels.



Subcontractors mapped as part of the supply chain improves inventory accuracy and streamlines material flow.

STUDIO CAPABILITIES

Consulting-driven approach integrates end-to-end services, technology accelerators and best practices.

SAP SOLUTIONS

No one has a better track record with SAP platforms than Bristlecone. As a preferred SAP partner, we can position you to thrive on change with SAP S/4HANA, IBP and Ariba.

ANALYTICS & AI

Put your data to work by leveraging AI-powered analytics to gain unprecedented visibility, unlock valuable insights and enable intelligent data-driven decision-making.

MODERN ENGINEERING

Looking to build, optimize or maintain your systems? Tap into our expertise and enablers to transition to the cloud, enhance CX, and roll out new security and operations processes.

PLATFORM SOLUTIONS

Harness the power of best-of-breed platforms. We can implement, integrate and elevate your ERP/SCM environment to boost operational agility, visibility and performance.

EVERYTHING CONNECTED

Realize the incredible power of a connected enterprise. We can connect and integrate your disparate systems, platforms, devices, apps, data, networks and cloud technologies.

IMPACT WE'VE MADE

Domain expertise differentiating every engagement.

1,000+

Customer Engagements

100+

Enablers and Accelerators

TOP 10

Leader in Supply Chain

WHY BRISTLECONE?

We are the leading provider of AI-powered application transformation services for the connected supply chain. We specialize in helping organizations create higher-performing environments and deliver exceptional customer experiences.



INDUSTRIAL
Manufacturing
High-Tech
Semiconductor



CONSUMER
Retail
CPG
Life Sciences



TECHNOLOGY
Software & Platforms
Fintech

14 GLOBAL HUBS



NORTH AMERICA
EMEA | APAC

CORPORATE HEADQUARTERS:
San Jose, CA, USA

BRISTLECONE

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