

BRISTLECONE

SOLUTION DEMO: IBP NOW FOR CPG





SOLUTION DEMO: IBPNOW FOR CPG

Bristlecone's IBPNow for CPG, is a pre-configured solution for the Consumer Products industry built using SAP IBP for Demand Planning, SAP IBP for Response & Supply, SAP IBP for S&OP, SAP IBP for Inventory and SCCT modules. The solution brings in best practices followed in the consumer products industry along with readymade solutions available for complex scenarios including but not limited to external driver-based forecasting, short term demand sensing, constrained cost-based supply network planning, distribution planning with quotas and fair share rules, inventory turns improvement with multi-echelon inventory optimization, shelf-life planning, lot size planning, etc. Bristlecone's IBPNow for CPG mitigates the risk, brings faster time to value and increases user adoption.

REVOLUTIONIZING SUPPLY CHAIN PLANNING IN CPG

Best in Class Solutions to tackle the VUCA (Volatility, Uncertainty, Complexity & Ambiguity) world

33%

Supply Chain digitalization and upgradation to support new revenue streams like Direct to Customer

95%

Building Supply Chain resilience to achieve strategic Objectives

75%

External Factor inclusion in predicting Demands

60%

Strategic Structural Cost Transformation to fund future growth opportunities

Strategic Supply Chain Priorities for CPG Organizations

SNo

Planning Challenges

Use Cases

1

Frequent structural changes in supply chain due to M&A , Pandemic, Change in Sale Channel & Territory

AI/ML based intelligent demand Planning
Global Harmonization of SI&OP

2

Competition from multiple global and local players- Custom Local Offering & Private Labels

Strategic Top-down target planning based on market share ,sales, promotion & budget

3

Seasonal nature of business leading to new product launch, consumer offers/promotion

Parent-Child SKU relationship, Kitting, price sensitivity analysis, product Life cycle management based on similar products

4

Need of accurate forecast at granular level(sales channel ,POS) to maximize secondary sales at stores

Enhanced short term forecasting based on pattern recognition. Demand sensing. Ladder Planning to refine inventory positioning

5

Multi-Demand streams leading to negative Forecast add value

AI/ML based automated consensus planning using forecast value add analysis & lag analysis data

6

Root cause analysis in supply chain with Large no of SKU in a complex multi-layer distribution network

Supply Chain visibility & control Tower featuring visualization & Drilldown

7

High pressure on reducing supply chain cost without impacting service level

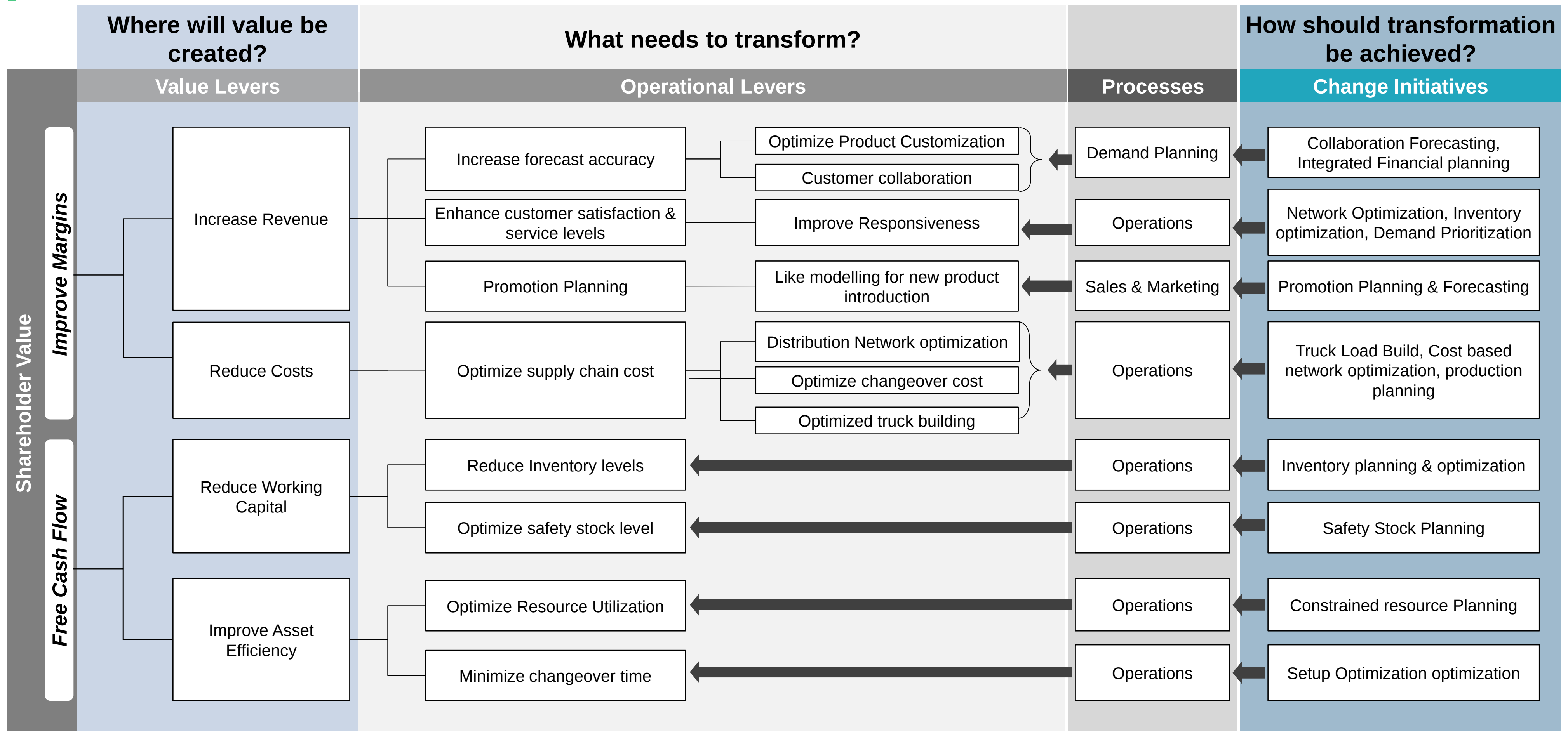
Intelligent demand sensing for proactive inventory Management . Wholistic Inventory framework. Shelf-Life Planning

8

Data Driven decision making based on financial simulation

Scenario Planning & what if analysis. Capability to simulate up to gross margin level through connected financial planning

CPG SUPPLY CHAIN VALUE MAP



IBPNOW™ OVERVIEW

ACCELERATED IBP IMPLEMENTATIONS WITH IBPNOW™

300+
Pre-configured Assets

Preconfigured
Scenarios

Business
Process

Demo

IBP Solution



WHAT IBPNOW™ BRINGS?



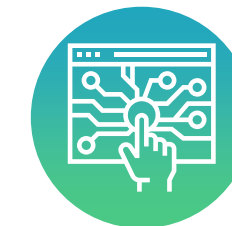
Robust Pre-configured
Solution, Customizable to
Unique Client Requirements



Focus in Solving Business
Problems

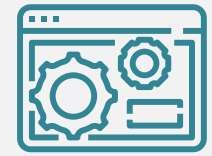


Faster Time to Value with
Comprehensive Assets



Higher User Adoption

SOLUTION FEATURES



Pre Configured Solution

- Sales & Operations Planning
- Demand Planning
- Supply Planning
- Inventory Optimization
- IBP Integration using SAP HCI

Reduced Implementation Risk

Reduces build time

Inbuilt New IBP features &
functionalities

Easily deployable Interfaces



Accelerators

- System configuration document
- Business Blueprint document
- Training Manuals
- Data templates
- Sample Planning views

Step by step IBP configuration
guide

SCOR based planning
processes

Training manuals for user /
planner trainings

Ready to use planning
templates

IBPNOW FOR CPG BASED IMPLEMENTATIONS

Business Requirement

Lack of comprehensive planning solution in line with Leading CPG industry best practices covering all aspects of supply chain ,i.e., demand, supply, inventory, S&OP, DDMRP & Supply Chain Control Tower

IBPNOW for CPG Offering Features & Scenarios

Sales & Operations Planning	JAM Collaboration	Demand Review	Supply Review	Pre-S&OP meeting	Executive S&OP meeting						
Demand Planning	Demand Sensing	Clean Historical Data	Product Segmentation (ABC/XYZ)	Statistical Forecasting & Best Fit	Product Life cycle Planning	Promotion Planning	Demand BOM & Cannibalization	Market & Channel Sales Forecast	Consensus Demand Planning	Revenue & Margin Calculation	
Supply & Response Planning	Forecast release & Consumption	Unconstraint Planning Run	Cost Based Optimization	Subcontracting Process	Safety Stock Planning	Shelf-Life Planning	Stock Balancing	Capacity Levelling	Product Substitution	Gating factor analysis	
Inventory & Distribution Planning	Demand Driven MRP	Strategic Inventory Positioning	Replenishment Planning Models	Multi-echelon Inventory Optimization	Deployment planning	Truck Requirement Calculation					
Control Tower	Vendor Collaboration	Inventory Visibility	Manufacturing Visibility	Transport Visibility	Alerts & Exception Handling	Supplier Visibility					

IBPNOW Scenarios

Benefits

1. Comprehensive blueprint with CPG Industry specific scenarios & best practices
2. Rapid initial onboarding and training using IBPNOW artefacts
3. Faster solution build using reference planning views, integration mapping sheets, etc.
4. Enabling higher user adoption due to early access of users into system & scenarios
5. Risk reduction by using IBPNOW as a benchmark for CPG industry best practices

Illustrative Case Study

Globally Leading Brewery

Business Objectives

- Improve demand visibility in complex supply chain
- Quick Response to drastic demand changes

Bristlecone Solution

- Strategic segmentation-based forecasting to enable automation
- Intelligent Demand Planning using Demand patterns in short term

Benefits Achieved

- 10% improvement in forecast accuracy
- Faster response to demand change enabling higher OTIF

Key Highlights

10⁺

CPG IBPNOW Go-Live's

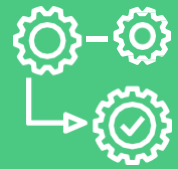
50⁺

Supporting artefacts: integration mapping, reference documents

100⁺

Preconfigured CPG Planning Scenarios

IBPNOW FOR CPG – SOLUTION FEATURES



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 smoothing minimizes fluctuations in production lines and upstream levels.



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

IBP NOW FOR CPG – SOLUTION FEATURES

BRISTLECONE

INTEGRATED BUSINESS PLANNING

CPG INDUSTRY SOLUTION

DEMAND PLANNING

SUPPLY PLANNING

DISTRIBUTION PLANNING

DASHBOARDS

DEMAND PLANNING

Demand Sensing

Quarterly Processes

Segmentation and Classification

Time Series Analysis

Monthly Process

History cleansing Using System Outlier Correction

Maintain Planning Notes for Outlier correction

Data Realignment

Product Lifecycle Management

Statistical Forecasting and Best Fit Model Selection

Statistical Forecasting using Copy-Past Periods

Statistical Forecasting using ARIMA

Like Modelling, Phase in Planning

Sales Forecasting using Web Based Planning

Channel Based Sales Forecast

Marketing Events & Trade Promotions

Demand BOM and Cannibalization

Consensus Plan

Maintain Planning Notes

Revenue and Margin Calculations

SUPPLY PLANNING

Forecast release & Consumption

Forecast Release for Supply Planning

Forecast Consumption

Cost Based Optimization

Optimizer - Cost Modelling

Optimizer Run - Demand Fulfilment Analysis

Multi Sourcing Based on transportation cost

Production Capacity Constraint

Alternate Resource Planning

Build ahead / Build late

Production Batch Size

Subcontracting

Copacking and Subcontracting

Product Phase in/out

Product Interchangeability

Family Products

Family Products

Stock Balancing

Safety Stock Planning

Transportation Lead Time

Production Line Working and Non Working Days

Goods Receipt and

DISTRIBUTION PLANNING

Deployment Planning

Short Supply: Priority Distribution

Short Supply: Fair Share Distribution

Excess Supply: Push Distribution to DC

Excess Supply: Push Distribution with Storage constraints

Deployment

Deployment Planning - Order Based

Truck Requirement Calculation

Truck Requirements based on weight and volume

INVENTORY OPTIMIZATION

Strategic Inventory positioning using ODMRP

Inventory Optimization Run - Using Planning Horizon Parameter

Create & Run Planning Horizons Multi Echelon Inventory Optimizer Operator

Create & Run Planning Horizons Target Inventory Components Operator

Inventory Optimization Run - Using Storage Constraints while calculating Recommended Safety Stock

Configure Global Parameters

Take Global runs with/ without costs, constraints and review the results

DASHBOARDS

Demand Planning

AOP vs. Statistical vs Consensus Demand Qty

AOP vs. Statistical vs Consensus Demand Revenue

Forecast vs Actuals

Consensus Demand by Product Family

Consensus Demand by Customer

Supply Planning

Unconstrained Demand vs Constrained Demand

Revenue Loss Due to Unfulfilled Demand

Inventory Target vs Projected Stock

Resource Utilization

Subcontractor Production Plan

45+ Industry Scenarios with demo

Comprehensive Demand & Supply Planning solution

Cost Based Optimization, Distribution Planning and Inventory Optimization solutions

Dashboards with Demand & Supply analysis, Finance views



**Let's Keep The
Conversation Going**

BRISTLECONE

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