

SAP IBP DEMAND PLANNING AND S&OP SOLUTION IMPLEMENTATION



OVERVIEW

WJ Towell Group is a 150 Year Old major Distributor in Oman, UAE and Middle East Country. The groups overall revenue is at 500 Million USD. Enhance Group is a leading provider of Brand Distribution and Retail Solutions in Oman and provider of Distribution Solutions in the UAE and Kuwait, with Management of its Diamond brand and Food Processing and Water Bottling Business in UAE.

Enhance group Oman Brand Solutions provides Distribution and Sales Management Solutions for global, international and regional Business Partners such as Reckitt Benckiser, Johnson & Johnson, Napco , Unilever , Kraft Heinz, Colgate Palmolive, California Garden, Americana Cakes , Unilever International, British American Tobacco, Bayara , Kimberly Clark, NFIC , Mars Wrigley's

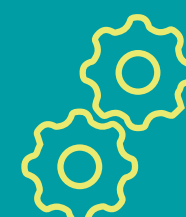
BUSINESS SITUATION

The company orders material to Business partner on monthly basis. Material lead time is close to 3 months and hence change in demand cannot be accommodated. Trade Marketing team also has lot of promotional sales uplift programs to clear inventory. There is no collaboration platform or statistical technique based on which unconstrained demand could be aligned. Company relies on the experience of people to match the demand during peak seasons during which inventory mismatches can lead to loss of sales

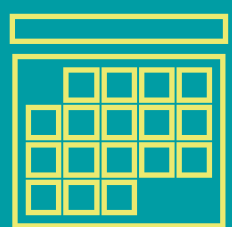
SOLUTION BENEFITS



15% improvement
in Forecast
Accuracy



Reduce Inventory
Obsolescence



AOP and Budget
Adherence to
manage Working
Capital



Dashboards and
reports to gauge
ATP, CTP etc.

SOLUTION IMPROVEMENTS & ADD-ONS

Audit trail was made available for consensus planning or system approval of plan

Product Segmentation to ensure more accurate forecasting

Alerts setup for deviation from mean or continuous trend

Improved alignment of Sales, Marketing, Supply Chain and Finance

Product lifecycle management to ensure New products demand and old products are phased out without obsolescence

SOLUTION

SAP IBP Solution was deliberated based on prototypes for each division leading to more effective requirements gathering phase

SAP IBP Demand Planning solution with statistical forecast will consider seasonality, trend, continuous or intermittent demand patters to accurately predict demand

SAP IBP Collaboration platform with process management capabilities will ensure timely planning process and consensus across functions