



Analytics driven process improvements

- 5% Customer Service Level improvements, for a market leader with turnover of \$ 1.7 billion in the Pilot.
- Roll out to over 13 countries in ANZ and ASEAN region with recurring benefits

Challenges

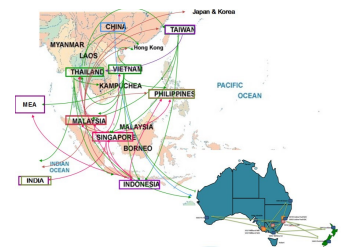
Regional and Global Supply Chains continuously evolve as products, markets and sourcing relationships change. To remain competitive and cost effective companies reconfigure Supply Chain planning processes and systems.

Solution

As a subject matter expert and solution architect we helped the client revamp the planning processes for its complex regional supply chain involving 13 countries in ANZ and ASEAN. The solution was built around small bite sized

process and technology improvements to provide immediate benefits. This was then consolidated to a new Supply Chain Planning process and technology architecture as a prelude to a region-wide rollout. The solution architecture was simplified and revamped with a focus on quick ROI. It also involved upgrading the processes, configuration and people skills for effective use of complex functionalities like optimisation, constrained planning and advanced forecasting (Multi-linear regression models for promotions with major retail

customers). With rollouts to



Regional Supply Chain

China, South Korea and N Asia the solution now covers the fastest growing region for this FMCG market leader.

Predictive Analytics and Optimisation

Multi-Linear Regression based constrained Planning and Inventory Deployment Optimisation were implemented as part of this regional process improvement initiative. These solutions were show-cased at a Global Supply Chain confer-

ence at Sydney and also at Mastering SCM Conferences in Melbourne.

Our team's demonstrated capabilities are illustrated in these case studies

Our consultants have developed these solutions and related expertise both during current assignments with clients of Ascentra Consulting and also during their previous engagements

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Simple Innovative Solutions



Ascentra Consulting

We help our clients achieve their identified business outcomes, by providing creative, Predictive Analytics based solutions.

Domain: Supply Chain, Asset Management and Customer Focused solutions for various industries

Analytics: Forecasting & Optimization, Market & Volume Share Predictions, Customer Profiling & Segmentation, Market Basket Analysis, Repeat Buying Behavior Analysis, Credit Scoring, Churn Models & Brand Price Trade Off Models

Technology: SAP : SCM , BI, HANA, Predictive Analytics, SAS, SPSS, Cognos, Hyperion
