

A market leader and manufacturer for e-cigarettes

Use Case: COE & Supply Chain

Industry: Manufacturing

Market: Americas +

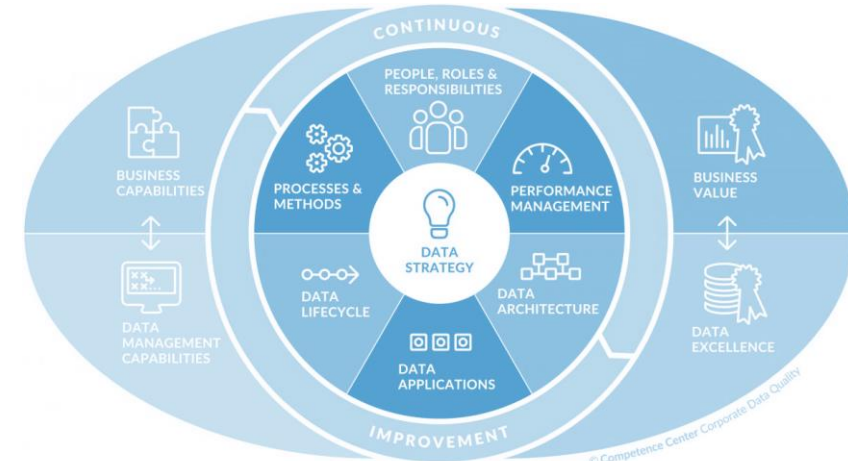
## Business Challenges

- **Ineffective decision-making** as a result of the disjointed global demand planning team having different methods on forecasting
- **Poor user experience** because of complex excel models to back track data usage, inputs, calculations, and outputs.
- **Low productivity** due to multiple connected workbooks, long load times, with multiple excel book versions
- **Missed opportunities** due to data integrity leading to inaccurate plans
- **Limited functionalities** with adjusting history and predicting future demand, and Supply



## Anaplan COE & Global Solution Delivered

- **COE Ownership** developing Anaplan solution roadmap for future use cases on current and future models and ensuring use of Anaplan best practices across workspace
- **Anaplan DevOps** Bi-Weekly Releases to Anaplan applications for business capability improvement
- **Country Method-Based Planning** Country Managers Select method to decide how to plan each Retailer / Channel / SKU combination for their respective countries
- **Global Predictive Forecasting** using 31 Statistical Models and generate best-fit by either product group, product, category, or SKU



GOALS      ENABLERS      RESULTS

## Benefits

- **Enhanced enterprise performance** by streamlining the demand planning & supply planning processes by enabling method-based planning
- **On-time completion of the forecast** by introducing clear user process cadence actions and tracking workflows.
- **Better Forecast generation** with Statistical best-fit forecasts based on Actual or Adjusted history giving planners a baseline demand plan
- **Improved Supply Chain User experience** with visibility into banned sku's inventory giving planners insights on which sku's to re-ship to other countries.
- **Model Management** Ensured use PLANS to enhance model performance giving users a better overall experience

