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CASE STUDY · FOOD & BEVERAGE

Carambar & Co

Europe's historic confectionery leader

1. THE CHALLENGE

S&OP disconnected from the business plan and financials

2. OUR ANSWER

Integrated IBP, from forecasting to production optimisation

3. THE VALUE

More reliable forecasts, four times less stock at risk

CHALLENGES

- Take shelf life into account to limit stock obsolescence
- Simulate decisions through scenario management
- Streamline budgeting and the running of the S&OP cycle

Shelf life | Co-manufacturing | Seasonality

PLANNING COVERAGE

S&OP | Supply | Production | Optimizer

OUTCOMES

+20%
forecast accuracy

8 → 2
% of stock at risk

- Optimised use of production resources
- Lower volumes sold off to discounters
- Expected improvement in stock quality

SCOPE

11 brands
6 plants – 12 co-manufacturers
Central warehouses in France and the UK

SYSTEM LANDSCAPE

BEFORE

SAP ECC

~~Excel~~

→

AFTER

SAP ECC

SAP IBP

IBP Promotion Planning

Facing a similar challenge? Let's talk.

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