

## Client Challenge

The company is the U.S. headquarters of a multi-million-dollar international kitchenware retailer, selling through a distributor model vs. directly to consumers. The client relied heavily on a homegrown, Excel-based demand planning system, originally built to achieve a forecast by planning every SKU by warehouse each month. With a team of six working on 1,000 active SKUs across nine warehouses, the client realized they were quickly outgrowing the Excel-based system.

Faced with excessive wait times to open an item in the system, coupled with the highly manual process and time-consuming reporting, the client needed a simple, out-of-the-box, exception-based forecasting and replenishment solution with robust reporting capabilities. They reached out to Parker Avery for assistance in selecting an appropriate solution based on deep industry expertise and an objective, fact-based, proven methodology.

## Parker Avery Solution

The Parker Avery team reviewed and assessed the client's current state to gain a deeper understanding of the company's need for a new demand forecasting, planning, and replenishment solution. Parker Avery also outlined transition requirements for planning and merchant roles, as well as functional documentation for standard reports. Parker Avery performed the following activities:

- Developed and prioritized forecasting and replenishment business requirements
- Identified large and small solution candidates to give the client exposure to a broad mix
- Evaluated RFP responses to down-select four vendors for onsite demonstrations
- Developed detailed 'day-in-the-life' demo scripts and coordinated demonstration logistics
- Tailored Parker Avery's online scoring tool to quickly capture feedback and assess results
- Coordinated follow-up technical evaluation calls
- Designed new and revised roles for key merchandising positions
- Created report mock-ups with associated measure calculations
- Crafted a transition communication plan
- Drafted detailed business case(s) and executive summary to aid decision-making

## RESULTS



BUSINESS  
REQUIREMENTS  
DEFINED



DEMAND PLANNING  
CAPABILITIES  
ENHANCED\*



STRONG RETURN  
ON INVESTMENT  
ACHIEVED\*

*\* Expected.*

The client narrowed the candidate field to two vendors and continued negotiations. When the selected solution is implemented, the client expects better capabilities to:

- React swiftly to business conditions
- Provide better support to customer-facing field resources
- Experience fewer backorders and less unfulfilled demand

The company also expects a 300-600% ROI in the first year of the project.