

Collaborative Demand Planning for a Spirits Brand Company

Client Spotlight



A Sprints BrandCo is a company that manufactures and sells a spirits product through 3rd party distributors in the US.

- 1000 employees
- 10 million 9L cases of product
- HQ in New York



Situation

- The finance and sales teams collaborate on a detailed monthly demand forecast (down to SKU and market level).
- This forecast is used to inform operations, financial forecasts, inventory planning and many other things.
- However, the process was daunting as it was stuck in Excel, tedious, prone to error and shown to be unreliable.
- Despite already having sales reports in Power BI, a separate tool had to be used for input and collaboration.



Solution

- A diagnostic revealed historical accuracy rates, biases and process maps and timelines.
- Statistical, automated forecasting models were tested with one design chosen for the finished product.
- User interviews, a rapid wireframe prototype, and 480th's reference 'best in class' model was used to quickly create a collaborative forecasting tool in Power BI
- The 3rd party add-on, Aimplan, allowed users to plan directly inside Power BI with writeback.



Results

- Massive time savings were achieved both for users creating forecasts, but also the finance team that consolidated them
- Advanced features allowed greater accuracy and precision, such as scenario management, snapshotting, suggested values, automated calculations, and cascading values.
- The new forecasting process was also extended to include annual forecasting as well as two major revisions to the plan each year.

Tags: Spirits, BrandCo, Demand Planning, US, Collaborative Planning, Finance, Sales