Collaborative Planning, Fulfillment & Replenishment (CPFR) for Logitech

Customer Benefits:

Logitech was able to improve the following:

- **Revenue growth of 20% Same Period**

- **Reduce inventory 59% and stock rotation 30% with key distributor.**

- **Increased 20% on sell-through and 10 on sell-in forecast accuracy across all customers.**

- **CPFR POS Forecast improve 30% over manual process before BCP.**

- **Increased stock and delivery 4%**

- **Fill Rate up 3%**

Background and Problem Statement

Logitech is a $2.2B consumer electronics company in Fremont, CA that provides a variety of products in the video, audio, remote and gaming spaces. They have 8,000 employees and ship 165 million products into over 100 countries. Their distribution network includes such key retailers as Wal-Mart, Best buy, Staples, Target, Carrefour, Dixon, Media Market, and key distributors such as Ingram and Tech Data.

Logitech was facing the following inefficiencies as a result of manual processes for managing customer and channel planning, fulfillment and replenishment:

- Relied only on ship forecast.

- Limited to quarterly focus.

- Focus on dollars versus units.

- Inability to handle promotions effectively.

- Disconnect between Sales and Supply Chain.

- Lack of consistency in process across channels and customers.

These inefficiencies attributed to stock-outs and associated penalties in some areas and over-stock in others resulting in the need to discount and obsolete excess inventory.

Solution

Logitech selected Boardwalktech to implement a streamlined CPFR process using the Boardwalk Collaboration Platform (BCP). The first phase of the BCP deployment was completed in less than 10 weeks.

In the customer's own words:

"Boardwalktech's BCP solution enabled Logitech to deploy a collaborative CPFR forecasting process with account managers, sales reps, and customers. All planning data including POS, statistical forecasts, promotions, new product launches and EOL events were integrated into the solution. With BCP, we were able to improve key customer metrics including in-stock order fill rate, and channel inventory through better forecast accuracy.

BCP was particularly well suited for designing, deploying and evolving our CPFR process since having collaboration and flexibility is essential and these are capabilities that are not well addressed by traditional, rigid ERP systems. The combination of BCP's flexible data architecture and familiar Excel user interface resulted in an initial deployment of les than 10 weeks with implementation and training costs well below traditional offers."

Sr. Mgr CPFR, Logitech

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