Unit Forecasting with Trading Partners to Improve your S&OP process

Customer Benefits:

- Ability to easily collect data from disparate sources, including reaching outside firewall to trading partners

- Excel based makes it easy-to-use and train—users up and running in 15 minutes

- 100s of users can work at the same time on the same data "offline" and share cell-level data when ready with the click of a mouse

- Eliminate email-based collaboration, manual consolidation, and "save-as" manual versioning

- One version of the spreadsheet-based data "truth"

- Making changes to lots of customer forecast data is easily done in Excel

- Changing rows and columns or putting in a forecast calculation is easily done

- Forecast insight enabled critical decisions on die-tool capacity to be made sooner saving $1000s.

- The hosted option means already stretched IT resources can focus on other priorities

- Two-way integration with DW and ERP data means all the latest forecast data is updated in one place

Problem Statement

High-tech electronics manufacturers need unit-level demand forecast data from sales teams and trading partners. Without it, they end up building the wrong amount or wrong mix of products which impacts margins and profits.

One multi-billion dollar semiconductor manufacturer used a manual spreadsheet-based solution to collect forecast data from the field, but faced some challenges:

- Product managers spent more time consolidating input than making product forecast decisions

- Cutting and pasting meant data management was difficult and error prone

- Understanding how forecast data changed between forecast cycles was difficult

- There was no automated way to show trading partners only their forecast data

- Different regions had variations in their forecast processes which needed to be reconciled

The company was looking for a solution which the extended sales team, including trading partners, could easily use and that could be quickly deployed yet still be as flexible as their existing spreadsheet-based solution.

Solution

The Boardwalk Collaboration Platform (BCP) is a patented "positional" database platform which enables companies to rapidly create, maintain, and update business data within the familiar Excel environment while securely and reliably managing this business data across any number of desktop and other data environments.

Other solutions often are used only to collect revenue forecasts from sales and trading partners. Unit level forecasts are managed internally because it's too hard to extend traditional solutions outside the company.

By using BCP, this customer now has a tool for collecting field forecast data in a way that is easily understandable by field personnel— it's as simple to use as an Excel spreadsheet. And, since users only see their data

and all changes are versioned, the forecast data is securely managed in the cloud and changes can be easily tracked and managed all the way down to the cell-level. This reduces forecast cycle time and enables the company to run their business more profitably.

Since deploying BCP, this customers has seen significant business benefits:

- Forecast accuracy improved by 12% while forecast error was reduced 20%

- Reduced inventory days from 120 to 90 (25% reduction)

- Increased customer satisfaction by 33% while still adhering to a 4-week lead time

"We looked at several vendors from Microsoft to Oracle, but nothing offered the design flexibility that we desired for our application---all the vendors wanted us to conform our needs to what they had to offer."

Lead Product Manager

BOARDWALKTECH
Enterprise.Desktop.Collaboration.