

# TXT for CONSUMER GOODS

Food & Beverage, CPG, Pharma, Healthcare, Appliances

## Empowering the Demand-Driven Enterprise

### THE WINNING FACTOR IS BEING DEMAND DRIVEN

Successful companies in the CPG world today are those that can combine supply chain superiority with the ability to understand, influence and react to market demands. The CPG players must:

- Understand market signals and provide accurate and reliable demand forecasts, including items with no past sales data available
- Consider the impact of promotions, in terms of volumes, cross-selling effects and profits, and new product introduction
- Define accurate sales budgets, in volume and value, for all products, channels and markets
- Dynamically optimize inventory stocks throughout the whole distribution network
- Define feasible, optimized production, procurement and distribution plans, maximizing asset utilization while taking into account all constraints in process and logistics (including shelf-life)
- Accurately replenish the distribution network
- Turn demand and production plans into truly

achievable actions through the implementation of an effective Sales & Operations Planning (S&OP) process

TXT provides you with demand & supply chain management solutions that will perfectly fit your market.

### DEMAND DRIVEN COMPANIES CHOOSE TXT

Demand-driven leaders and innovators can find in TXT a partner with extensive background knowledge and credible experience in advanced solutions for:

- *Collaborative Demand Planning & Forecasting*
- *Promotion Planning and Evaluation*
- *Sales, Inventory & Optimization Planning*
- *Production & Procurement Planning*
- *Distribution & Replenishment*

Some leading CPG companies already using our solutions:

*Amadori, Cadbury Schweppes EMEA, Caffarel, Caviro, Chiesi Farmaceutici, Coca-Cola HBC, Colomer (Revlon), Confruit G, Cooperlat, Laboratoires Expanscience, Lavazza, Lindt&Sprüngli, Saiwa (Gruppo Danone), TVS, Weetabix, Wedgwood.*

### SEE YOUR COMPANY EXPERIENCE TANGIBLE BENEFITS

**Lower stock-outs** – a wine producer can expect a reduction of 60% of stock-outs after the implementation of a S&OP process.

**Increase of 13% in on-time deliveries**, with benefits including **higher shelf-life at POS**, **10% lower finite product stocks** and **17% lower raw material stocks**, achieved by a producer of dairy products shortly after the introduction of a new demand & production planning solution.

**Higher promotion profitability** measured by a CPG manufacturer working with large retailers, achieved through accurate promotion planning, execution and tracking.

**Increased assets utilization** and **notable scrap reduction** for a poultry company with multiple plants and a fully integrated product chain using the solution to combine accurate demand and production planning.

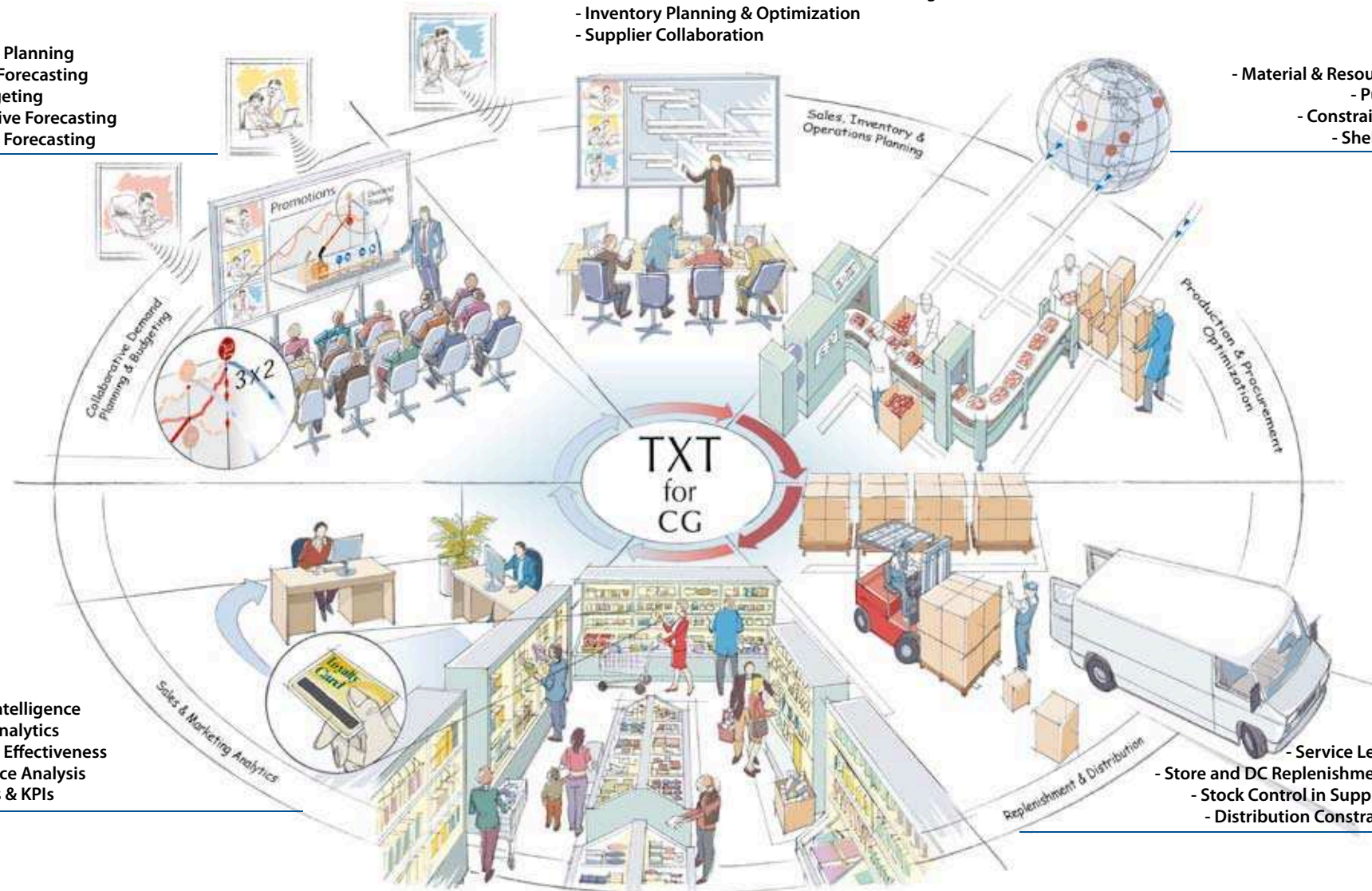
**Stock cover reduction** from 5.2 to 4.1 weeks, with a **service level increase** (in-store availability) of 1.2 points through accurate daily replenishment orders for a consumer goods producer and distributor.



- Service Level/Cost Balance in the Supply Chain
- Multisite Production & Distribution Planning
- Inventory Planning & Optimization
- Supplier Collaboration

- Promotion Planning
- Statistical Forecasting
- Sales Budgeting
- Collaborative Forecasting
- Consensus Forecasting

- Material & Resource Optimization
  - Purchase Planning
  - Constraints Management
  - Shelf Life & Code Life



- Business Intelligence
- Demand Analytics
- Promotion Effectiveness
- Performance Analysis
- Scorecards & KPIs

- Service Level Optimization
- Store and DC Replenishment & Distribution
- Stock Control in Supply Chain Network
- Distribution Constraint Management

### MAIN PROCESSES

#### COLLABORATIVE DEMAND PLANNING & FORECASTING

**Sales Budgeting** including the definition of the company guidelines in terms of pricing, margins, channels, markets, supervision and control through KPIs.

**Demand Planning & Forecasting** providing accurate demand sensing, forecasting and shaping techniques, including actual available sell-out data.

**Promotion Management** to analyze, classify, plan, apply, execute, trace and evaluate promotional actions.

#### SALES, INVENTORY & OPTIMIZATION PLANNING

**Service level & supply chain costs balancing** to obtain the highest profitability against the required client service levels.

**Inventory optimization** for the dynamic definition of the most appropriate stock policies throughout the entire distribution network.

#### PRODUCTION & PROCUREMENT PLANNING

**Production Optimization & Scheduling** that considers all the influencing constraints, including shelf-life and code-life parameters.

**Purchasing planning** that considers the effects of alternative sourcing, different lead-times, price and margins.

#### DISTRIBUTION & REPLENISHMENT

**Distribution planning** along the entire distribution network according to existing constraints.

**Replenishment** within the operational tasks for optimum execution.

**Rationing & allocation** for optimizing on the availability of finite products in the network, to maximize profitability.

