



How one of the largest footwear companies in the world forecasts new product introductions with omni-channel sales forecasting

CCH® Tagetik Supply Chain Planning

Company

Global Athletic Footwear Company

Industry

CPG - Footwear & Apparel

Uses of CCH® Tagetik Supply Chain Planning

(formerly Vanguard Predictive Planning*)

Sales Forecasting

Requirements

- A solution that would support the input of critical insights from the Sales teams about changes in the market like new customers, retailers, channels, trends and products
- The company needed a planning system that was flexible, unified, and supported a global rollout

Benefits & Results

- Single source of truth
- New sense of confidence in business forecasting and planning

The Challenge

One of the largest athletics footwear companies in the world faced supply chain planning challenges typical for their industry. Boasting an enormous portfolio of high-fashion products, particularly in the Asia market, the company's planners struggled to keep up with high product style turnover and countless new product introductions.

Additionally, they faced planning obstacles brought on by an extensive network of omnichannel sales including direct ecommerce, brick and mortar, as well as a world-wide network of distributors and retailers. Employees across the globe were working in silos, speaking various languages, and using different processes.

The company required a solution that would support the input of critical insights from the Sales teams about changes in the market like new customers, retailers, channels, trends and products. Attempts at data-gathering and analysis in a siloed environment had resulted in lack of c-suite confidence in the forecasting and planning processes. The company needed a planning system that was flexible, unified, and supported a global rollout.

The Solution

The footwear company approached CCH® Tagetik with its current state of challenges and was quickly impressed with the speed, flexibility, and reliability of the CCH® Tagetik Supply Chain Planning platform. They were particularly happy to know the system supports 100+ languages and utilizes a global mesh network, which made it the only system that could meet their planning requirements.

CCH® Tagetik deployed the Sales Forecasting solution, starting in China and further expanding region by region. The roll-out took the greater part of a year, ensuring all teams received functionality specific to their challenges and needs, while maintaining the integrity of a unified environment across the enterprise.

*Wolters Kluwer acquired Vanguard Software, a global provider of cloud-based integrated business planning (IBP) solutions, extending the award-winning CCH® Tagetik corporate performance management (CPM) expert solution into sales and operations planning, including supply chain planning.

To address the need for accurate new product forecasting, CCH® Tagetik brought to the table over two decades of new product forecasting experience applying Comparable Forecasting, Spread Curves, and Supersessions to hard-to-predict product launches.

At the end of the project, the company gained a fast, reliable, Sales Forecasting engine that supports Collaborative Planning Forecasting and Replenishment (CPFR).

The Result and Benefits

Over the course of the project, it became clear that the supply chain executives lacked confidence in the current forecasting and planning processes. After the implementation of CCH® Tagetik, the c-suite not only gained a single version of the truth, but improved their overall confidence in business forecasting and planning.

Through network collaboration, advanced NPI techniques, and the consolidation of key insights from Sales, the executives have gained new trust in the data and trust in the forecasting system. They now have a better pulse on the health of Sales across the organization and are looking to expand their investment to other areas of the business including demand and supply planning.

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