



SUPPLY CHAIN PLANNING FOR CPG

Consumer Packaged Goods (CPG) companies must continually monitor and manage segment traction, new-product launches, and new market forays. As product portfolios expand, so does the need for accurate and effective demand planning and forecasting.

The Challenge

New competitors, new regulations, new channels, omni-channel sales and fulfillment, and the marketplace repercussions of social media have created an unforgiving and ever-changing business environment. Amazon, Walmart, Target, and a select few others dominate brick-and-mortar and online distribution. Large volumes of sales generated through such relatively few channel partners requires accurate forecasting and effective planning and execution. Additional challenges include:

- Product maturity (slower growth)
- Global competition (including piracy)
- Stagnant wages (consumer spending)
- Heightened consumer awareness (price competition)
- Limited shelf space

CCH® Tagetik for CPG

The days of building spreadsheet models are over. No more my-version versus your-version of the forecast, labor hours dedicated to formatting documents, manual and painstaking what-if analyses, and siloed Marketing, Procurement, Demand Planning, and Finance activities.

With CCH® Tagetik Supply Chain Planning (formerly Vanguard Predictive Planning*) for CPG, organizations gain a consolidated view of demand and supply across stores, product families, and lines of business. This vantage point takes into account promotions, advertising, new product introductions, seasonality, competitor actions, and all of the other drivers for both short- and long-term forecasts. With CCH® Tagetik, all teams in the organization see and contribute to forecasts and plans on a single, unified platform.

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They model scenarios, review projections, discuss what-ifs, and align goals with expectations. The returns are dramatic: increased revenues, profitability, and customer satisfaction, all while reducing safety stock levels and other inventory-related expenses. Leverage the following features:

ADVANCED-ANALYTIC FORECASTING ALGORITHMS

Identify patterns, seasonality, anomalies, correlations, and more.

COGNITIVE METHOD-SELECTION TECHNOLOGY

Automatically chooses optimal forecast methods and parameters, increasing accuracy and allowing business users to spend more time on results.

ADJUSTMENTS & OVERRIDES

Let Sales and other business users layer in promotions, ad campaigns, and other business activities or events to help shape or refine forecasts.

AUTOMATED NEW PRODUCT INTRODUCTIONS

Cannibalization, supersession, comparable forecasting, new store openings, and group forecasting.

*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.

About Wolters Kluwer

Wolters Kluwer (WKL) is a global leader in professional information, software solutions, and services for the healthcare; tax and accounting; governance, risk and compliance; and legal and regulatory sectors. We help our customers make critical decisions every day by providing expert solutions that combine deep domain knowledge with technology and services. Wolters Kluwer reported 2020 annual revenues of €4.6 billion. The group serves customers in over 180 countries, maintains operations in over 40 countries, and employs approximately 19,200 people worldwide. The company is headquartered in Alphen aan den Rijn, the Netherlands. Wolters Kluwer shares are listed on Euronext Amsterdam (WKL) and are included in the AEX and Euronext 100 indices. Wolters Kluwer has a sponsored Level 1 American Depositary Receipt (ADR) program. The ADRs are traded on the over-the-counter market in the U.S. (WTKWY).

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