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VCP Implementation Case Study

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Client Profile and Background

The client is a large mobile network provider with agreements with 564 partners across 188 countries globally.

The client provides various voice and data exchange services like SMS, Voice Calls, MMS, 3G, ADSL, broadband, etc. and serves about 35 million customers across various regions of Egypt.

The customers are supported by a 6000+ employees of the client.

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Project Profile

Modules In Scope:

- Oracle Demantra Demand Management
- Oracle Demantra Sales and Operational Planning
- Oracle Demantra Replenishment Planner

Project Resources:

- Solution Architect: 1
- Technical Consultant: 1
- Functional Consultant: 1
- DBA: 1

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Project Overview

Project Kick off: March 2012
Project Duration: 5.5 Months

Operating System: Windows Server 2008

Third Party Integration: E-Business Suite and WinCash

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Business Need

Manage supply chain:

- With existing customer base of 35 million customers.
- Low lifecycle of items.
- Frequent launch of new products and categories.
- Complex mix of factors driving product sales.
- Continuous challenge from Competitors.

While maximizing profits and maintaining optimum stock.

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Solution

- Implementation of online collaborative platform for:
  - Forecasting.
  - Distribution planning.
  - Procurement planning.
- Leveraging Demantra's reporting capabilities for online reporting.
- Improve stakeholder collaboration for forecasts, supply and distribution plans.
- Multi-Dimensional Forecasting to achieve precision in forecasting and distribution plans.
- KPIs to invoke prompt action by managing exceptions in demand and supply plans.

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Challenges

- Overcoming issue of Improper forecasting due to seasonal, product attributes.
- Decreasing High forecasting and planning lead times considerably.
- Managing frequent introduction of new categories and products.
- Avoiding situation of Over-stocking and running out of stock for items at all locations.
- Forecasting and Planning for items with relatively small life cycle.
- Planning for supplies and distribution considering supplier capacities.
- Maintenance of optimum safety stock at all levels.

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Expected Business Benefits

- Reduction in Operating costs.
- Optimum utilization of warehouses.
- Reduction in forecasting and planning cycle time.
- Implementation of efficient and effective forecasting and planning process.
- Faster and stronger reporting capabilities.
- Implementing latest trend in the industry “Demand Driven Planning”.
- Achieving better customer service levels resulting in retention of precious customer base.

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Success Factors

- Achieving strong Reporting capabilities in Demantra.
- Achieving most optimum forecasting cycle time.
- Achieving most optimum planning cycle time.
- Maintaining optimum amount of safety stock in all locations so as to avoid over-stocking
- and out of stock situations.
- Reduction of undesirable inventory levels so as to achieve low operating costs.
- Ensuring optimum utilization of warehouse space.

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Why LONAR

- Experienced professionals with Fortune 50 experience with extensive experience in creating meaningful difference to the bottom-line.
- Strong leadership, relationship building and problem solving skills.
- Proactive risk management and transparency.
- Hired leveraging references and rigorous interview process.
- Dedicated Practice specially to take care of customers of VCP and to bring in the right focus of VCP Practice.
- VCP team consists of SCM and Materials Management Domain Experts.
- Leaders to Implement ASCP & Demantra along with other Edge Products.
- Resources with Implementations Expertise in various business verticals.
- Offers services in ERP & EPM and specialize in integration and end to end solution.

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Thank you!!

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