



# Qlik® for supply chain: forecasting and planning

## Increasing efficiency and product availability through collaboration

### Challenge

Demand Planning processes and Collaborative Planning, Forecasting and Replenishment (CPFR) require collaboration both inside and outside the organization. They seek to plan the supply chain by balancing the needs of all participants with the end result being a rationalized single plan for the coming period.

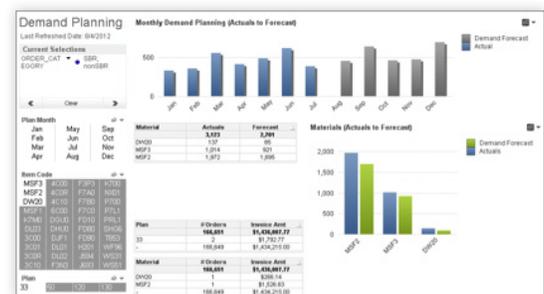
Demand Planning & CPFR are both processes that are underpinned by data, therefore participants need access to information and insights from multiple sources to make informed and timely decisions. Both internal (ERP, Supply Chain, CRM) and external (consumer sentiment, market analysis, social media) data needs to be included in the processes. Doing so leads to improved responsiveness to consumer demand, better forecast accuracy, inventory reduction, improvement in production utilization, and sales and profit growth.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Forecasting and Planning* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Access timely, accurate and consistent data from multiple sources to drive and inform the process
- Aggregate data and metrics using consistent definitions
- Have clear visibility of the plan and outcomes for executive meetings and onward communication through intuitive dashboards
- Monitor and evaluate progress against the plan
- Leverage secure mobile access to stay fully informed and make decisions on-the-go
- Balance the Demand, Supply, and Finance Plans into a unified planning process
- Collaborate across supply chain partners in an effective CPFR process



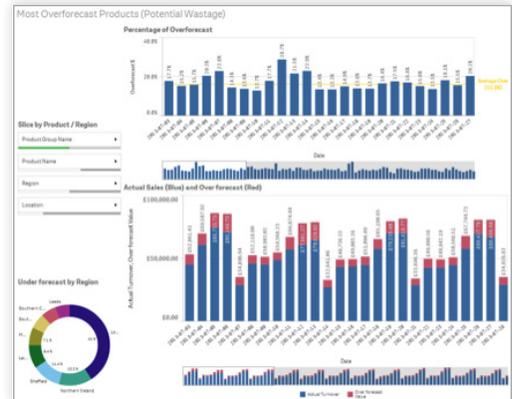
**Example: Demand Planning Dashboard across plan, forecast, and actuals.**

“ Availability is our primary customer value. We deliver our products throughout Europe within 24 hours. To do this, we need total control over our processes. To us, this is what Qlik is all about. ”

— Lars Emilsson, Project Manager, Systemair

## Customer examples

- Beckett & Associates - deploys Qlik® to improve visibility into what products were being sold in retail, what was returned, and what products could and could not be used.
- BBS Food – After implementing Qlik realized a 50% improvement in inventory forecasting across 850 products representing 4,500 SKUs.
- A Global 3<sup>rd</sup> Party Logistics Company – leverages Qlik to measure demand forecast accuracy. Adjustments are made to the statistical forecasting engine based upon insight gleaned in Qlik. Forecast accuracy has increased by over 5% points as a result of making adjustments to outliers discovered with Qlik



**Example: Forecast Accuracy Dashboard with Statistical Demand Forecast Produced by Blue Yonder.**