

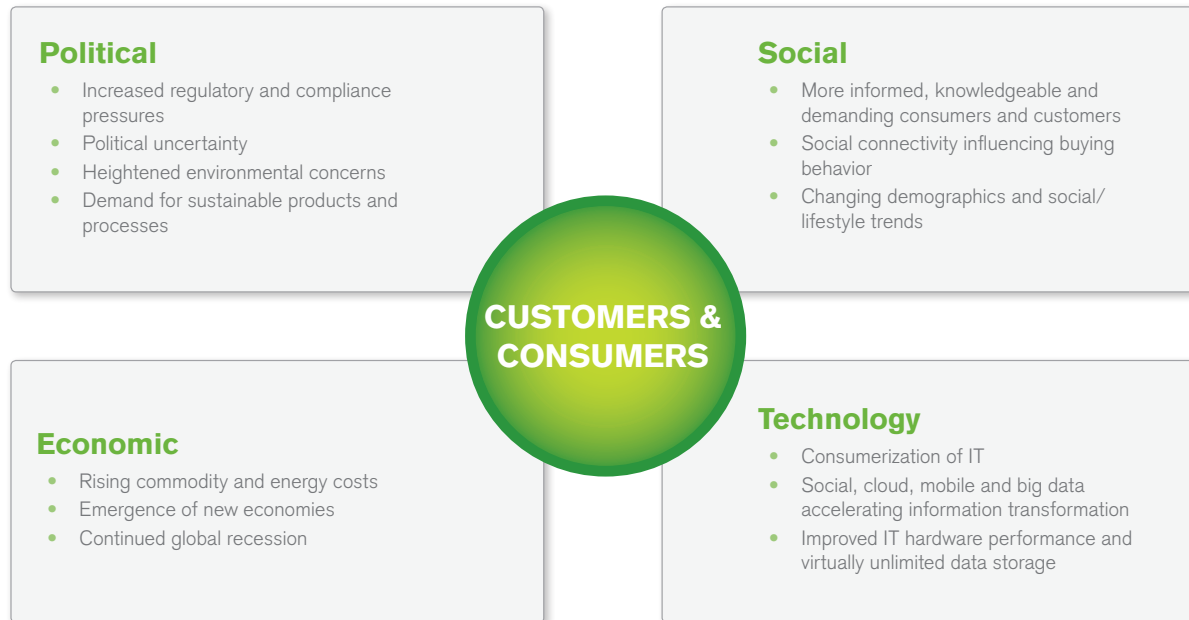


QlikView for supply chain

Consumer products



QlikView for the consumer products supply chain



Collaboration, visibility and efficiency: Qualities needed to thrive in today's supply chain.

The QlikView Business Discovery platform is used by some of the biggest consumer product manufacturers, who understand that supply chain optimization is the competitive advantage.

The supply chain has changed. Supplier success criteria is no longer solely focused on what happens at the production plant or the distribution centre, but rather 'at the point of purchase'.

This shift reflects the changing role of the consumer; a consumer empowered by technology with more choice and information. As a result they have become less brand loyal, have less discretionary spend and expect customization at mass production prices. They have become the originators of the demand signal.

Consumer products manufacturers have to ensure high levels of product/service availability while controlling inventory and waste, synchronizing demand and inventory planning processes such as S&OP and CPFR and managing global trade requirements around crossborder trading and compliance.

This consumer centric supply chain is extremely demanding for the consumer products manufacturer. It is a dynamic, ultra-competitive market, characterized by high innovation requirements with constant pressure on profitability.

Factors affecting the consumer products supply chain

Focusing on both the demand and supply side of the supply chain, the consumer product manufacturing industry is characterized by:

- A focus on capabilities rather than capacity
- Innovation and category development to redefine customer and consumer relationships
- Winning at the shelf whether physical or virtual, through partner and retailer collaboration across the supply chain

Its key challenges are:

Visibility

Anticipating the impact on demand of volatility drivers such as promotions, competitor activity or new product launches

Product availability

Ensuring high levels of product availability while controlling inventory and waste

Collaboration

Synchronizing demand and inventory planning with trading partners

Compliance

Meeting regulatory requirements around traceability, food safety and global trade requirements

Logistics and distribution

Increasing efficiencies in a complex environment of escalating SKU numbers as well as often perishable, short-life products

Inventory

Minimizing inventory requires real-time visibility across the supply chain network



Supply chain priorities

Three core themes have emerged that best optimize the supply chain:

Collaboration

- Internal and external collaboration with retailers, suppliers and trading partners is essential to both identify anticipate and efficiently fulfil demand. Areas of collaboration can span product development, demand forecasting, distribution planning and many others. The focus is to have a deep understanding of the consumer
- QlikView enables collaborative decisionmaking through social business discovery; driving knowledge that can cascade across teams, departments and the enterprise

Visibility

- Increased collaboration yields increased visibility across the entire supply chain. With an accurate picture, effective analysis and measurement can occur, enabling the early identification of opportunities or issues
- QlikView empowers decision-makers by unlocking data across the organization, allowing them to explore and exploit the associations across data to provide insight

Efficiency

- Maximize profit and competitiveness while managing volatility and complexity
- QlikView constructs bespoke solutions that stop decision-makers guessing, allowing them to make faster and smarter decisions more consistently, in groups or on their own



**QlikView maximizes
Collaboration, Visibility
and Efficiency**

QlikView supply chain Business Discovery themes

Executive insights

- Deliver analysis and balanced scorecards giving real-time visibility of end-to-end supply chain performance tied to enterprise strategy

Supply chain strategy

- Ensure supply chain network has right number and profile of facilities to operate efficiently
- Enable modelling and analysis of alternative strategy options – ‘what-if’ analysis

Forecasting and planning

- Incorporate demand signals into forecasts to ensure product availability and reduce cost of goods carried
- Drive collaborative processes and manage short-term demand volatility

Sourcing and supplier performance

- Optimize procurement efficiency to deliver multiple cost savings
- Accurately evaluate vendor performance against terms, targets and SLAs

Production

- Identify process and/or product quality issues
- Increase plant efficiency, lower inventory/waste
- Monitor adherence to production plans and regulatory compliance standards

Warehousing and distribution

- Optimize space utilization within facilities
- Increase productivity associated with accurate receiving, picking and shipping, labor utilization, cost/quality and throughput velocity

Transportation and logistics

- Evaluate and manage transportation profiles, outsourced partnerships and delivery types to reduce total delivered costs across network
- Measure conformance to lead times and quality to ensure support for service and inventory levels

Returns and repairs

- Analyze warranty and returns trends to improve overall product quality
- Understand trends and anticipate risks to minimize financial exposure

QlikView for supply chain – solution areas

Returns and Repairs

- Service Management
- Service Parts
- Warranty Management
- Quality Analysis
- Reverse Logistics Analysis
- Repair, Replacement, End-of-Life Disposition

Executive Insights

- Executive Dashboard
- Balanced Scorecards
- Performance Analysis
- Safety and Regulatory Compliance

Transportation and Logistics

- Inbound and Outbound Transport
- Air, Cargo, Rail, Mode Analysis
- Third Party Logistics, Carrier and Delivery Analysis
- Global Transport / Cross Border
- Variable Cost and Lead Time Analysis
- Shipping and Receiving Analysis and Alerts

Supply Chain Strategy

- Supply Chain and Network Design
- Predictive / 'What-If' Analysis
- Multi-Division and Multi-Tiered Analysis
- Outsourcing and Partnership Analysis
- Supply Chain Sustainability

Warehousing and Distribution

- Warehouse / Distribution Center Operations
- Picking Accuracy and Fill Rates
- Throughput Analysis and Tracking
- Order Management and Fulfillment
- Wholesale Distributor Analysis

Forecasting and Planning

- Demand Planning
- Financial Planning
- Sales and Operations Planning (S&OP)
- Collaborative Planning, Forecasting and Replenishment (CPFR)
- Category / SKU Rationalization

Production

- Production Planning and Scheduling
- Production Efficiency
- Inventory Management
- Quality Control Analysis
- Maintenance Repair and Overhaul
- Event Management

Sourcing and Supplier Performance

- Strategic Sourcing
- Contract Compliance and Management
- Procurement Analysis
- Buyer / Supplier Productivity

Key product features

QlikView is a Business Discovery platform that unlocks the power of information for sales targeting and enablement.

Associative experience

Allows business users to explore by making selections and getting instant feedback on what data is associated and what is unrelated

Global search

Offers business users key word search across all your data with the simplicity of popular search engines and the ability to share what you find

Comparative analysis

Extends the QlikView associative experience to enable interactive comparison of user-defined groupings

QlikView on mobile

Enables mobile business users to benefit from Business Discovery on tablets or smartphones

Data visualization

Presents data in charts, graphs, and geographic maps, allowing business users to visually assess performance

‘What-if’ analysis

Empowers business users to test scenarios and assess the impacts of possible outcomes

Transaction level detail

Permits virtually unlimited slicing and dicing, enabling business users to uncover specific drivers for trends and risks

Rapid data integration

Creates a single view of information from multiple sources, with or without a data warehouse in place

Qlik is proud to provide solutions across multiple functional areas for companies such as:

Fila

Gatorade

Lifetime Brands

Pernod Ricard

Illes

WD-40

BBS Foods

British Sugar

Pergo

IAWS Group



Insight Everywhere

Qlik has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.



For contact details please visit:

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