

Wireless Telecommunications Company Washington

The Situation

This national wireless telecommunications company's goals include growth and an enhanced presence as a retailer of mobile communications devices. The company's strategy is to dramatically increase its revenues and "to get a greater share of new customers and serve them well by selling in more of the right places and by building more stores." High-performing, cost efficient distribution and supply chain operations are crucial to achieving these goals.

The Challenge

The company found that the demand forecasting and distribution systems, practices, and organization it had in place were not capable of supporting these goals. The systems had inaccurate data and were not fully configured. Its demand and fulfillment planning practices relied on manual intervention and did not take full advantage of the capabilities of Manugistics. The demand planning and supply chain organizations lacked the personnel and the skills to manage the planned increase in the number of stores and the required improvement in stock levels.

The Solution

The company hired Integra as its consulting partner. Integra quickly deployed a team consisting of a senior demand and fulfillment planners. The Integra team simultaneously assumed demand and fulfillment planning responsibilities and introduced changes in processes and the Manugistics configuration that would streamline processes and improve stock levels. In addition, the Integra team trained the company's personnel to execute industry standard planning practices using the refined Manugistics configuration. Finally, the Integra team fixed inaccuracies in the Manugistics data.

The Results

With Integra's assistance, the company improved its stock levels so that it achieved greater than 98% inventory availability. In addition, the Integra team helped the company increase its forecast accuracy to over 85%. Finally, by training the company's personnel to more effectively use the Manugistics applications, Integra enabled the company's planners to focus on additional process improvements and positioned the company to expand its corps of demand and fulfillment planning employees to meet their capacity requirements.