



A leading Agro-Foods Company Demand Planner

Background

This US client is in the business of selling packaged foods, food ingredients, and meat and agricultural products to retail and food service customers. The Client conducts millions of transactions with business partners all over the US on a daily basis.

The project involved analyzing sales information using statistical forecasting techniques to arrive at demand forecasts for a selected period. Client required consensus forecasting module so that forecasted demand figure could be moderated by the sales and marketing team.

System involved development of tools for statistical analysis based on standard and proven industry methodologies.

Challenges

The Demand Planner application needed to:

- Provide a user-friendly GUI environment enabling ease of data import from multiple data sources.
- Ensure accuracy of data entered into the system using complex rules & checks
- Be efficient in processing to handle large number of concurrent users, especially the top management
- Design a Consensus Forecasting module for an industry with disparate number of products normally encountered in an FMCG organization

Akraya Solution

O.R. specialists and statisticians were deployed at the client site to brain-storm on the possible options in which the tree structure related to the 3-dimensions (Customers, Products and Time) of Demand Planning could be organized.

A sophisticated statistical package deploying intelligent algorithms in its quest for the best model was used. The main calculations were based on the classification of all items into various demand types. The module was designed to periodically check for any change in the pattern, resetting itself wherever and whenever necessary.

An n-tier-based system was designed using Microsoft's .NET platform. Components were created for implementing Business rules that imparted flexibility to the design. Design was kept database independent for true n-tier architecture.

Benefits

- Improved accessibility and reliability
- Deployment of the best possible Forecasting technique
- Ability to incorporate Market Intelligence and Seasonal Adjustments

Technologies

Microsoft .NET framework, ASP.NET, VB.NET, COM+, SQL Server 2000, Windows 2k, Crystal Reports, Intel architecture.

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