



Retail JDA Planning Assessment

The Challenge:

A large US specialty retailer provider, with \$5.2 billion in sales, sought outside help to evaluate their supply chain planning system and brought in Spinnaker to conduct a solution design assessment. The retailer was managing their entire supply chain, from vendor through store using JDA solutions and had highly customized the solution and workflow. The motivation for the project was to obtain an outside perspective on whether the solution was being used in the most effective manner and if opportunities existed to simplify their relatively complex system.

The Approach:

Spinnaker started by assessing the current JDA applications that the retailer was using, including JDA Demand, Fulfillment, Order Optimization and Allocation and their associated business processes. Spinnaker reviewed business objectives and current processes to identify any opportunities to improve their system in a manner that would be more efficient and achieve more business value.

Spinnaker reviewed available documentation and data, interviewed key business and technology experts, and conducted workshops and configuration reviews to the JDA system currently in use. While Spinnaker primarily focused on the system configuration and process workflow integration, the assessment was conducted using Spinnaker's Five Lenses methodology and therefore more broadly reviewed the applicable People, Process, Technology, Policies and Metrics to identify any key issues outside of core system configuration. The broader perspective turned out to be critical for the successful completion of the project because, while the client had implemented some non-standard capabilities in their JDA solutions, the capabilities turned out to be well aligned with overall supply chain strategies and policies.

The Results:

Spinnaker delivered an extensive assessment document covering the JDA footprint and the associated business processes and supply chain organizational design. The client had built highly customized workflows outside of but, supporting the JDA solutions and the assessment validated both that these customizations

were well-suited for the client's use and that further scaling of the solutions was possible if IT support and infrastructure was appropriately scaled as well.

The high-level results of the assessment indicated that the solution design, processes and organizational productivity were operating near peak efficiency and helped affirm the client's current approach and direction. While some minor opportunities were identified within in the scope of approximately 60 functional factors, none were considered major impediments or risks to achieving the customer's supply chain objectives. Subsequent to the project, the client pursued a set of major strategic company changes which would place heavy reliance upon the supply chain organization and the ability of their capabilities to scale and grow. The reassurances provided by the assessment helped justify the further investment in the JDA platform and provided management with the confidence to move forward.

About Spinnaker: Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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