



JDA Implementation Services – Wireless Communications

Highlights



- Upgraded the JDA Application Suite from version 7.4.1 to 7.5.2
- Implemented industry-leading S&OP processes
- Converted from monthly to weekly forecasting cadence
- Introduced Cradle-to-Grave
- Product Lifecycle and Product Classification process to improve product management
- Introduced store assortment-based planning process for increased planner efficiency
- Introduced modified delivery schedule to reduce in-network inventory
- Increased forecast and replenishment visibility to the 60% of channels that were previously unplanned

The Challenge: The Retail Telecommunications industry is one of the most complex and competitive retail markets in existence. Balancing the continuous need to gain market share by attracting new subscribers while simultaneously maintaining current ones is a daunting challenge. Compound this complexity with a portfolio of products whose sales lifecycles last an average of no more than nine months – that is, if its demand is not unexpectedly leached by a competing product of its own or its closest competitor – and it becomes clear why accurately forecasting demand and maintaining reasonable inventory levels to reduce inventory costs often prove difficult to manage.

This was the challenge that one large Telecommunications provider asked Spinnaker to help it resolve. Spinnaker was tasked with helping the client leverage its existing investment in the JDA Supply Chain Planning suite to improve responsiveness to an ever-changing client base and more effectively leverage the tool set to provide full visibility into demand across the entire network from the original equipment manufacturer to the store.

The client aspired to achieve these goals simultaneously while minimizing inventory levels, getting a better handle on procurement, minimizing shipment costs, and remaining agile enough to respond to sudden changes in customer demand.

The Approach: Spinnaker worked with this carrier to analyze, optimize, and redefine its current operating processes in and around its Advanced Planning Systems. In addition to refining and, in many cases, advancing the client's use of the JDA Application suite to the benefit of the business, Spinnaker consultants helped the client weave three core supply chain management disciplines into the execution of its overall Sales and Operations Planning (S&OP) processes and Day-in-the-Life Execution activities. With the implementation of Advanced Product Lifecycle Management, Store Level Assortment Planning, and Product Classification Management, Spinnaker created a comprehensive industry solution that, from a functional perspective, offered the client full visibility to its complete demand and inventory picture, while improving its ability to manage the actual planning process with techniques that vastly improved planner efficiency.

From a technical perspective, Spinnaker provided the design for a solution that would process more than twice the amount of data than was being planned in its current supply chain implementation, but in roughly half the time. Despite the fact that there was an introduction of additional improvements, such as an expanded product footprint, deeper product hierarchies, longer planning durations, and an expanded network of internal and external locations to manage, the Spinnaker technical staff was able to reduce run times by more than 100 percent. The solution was also designed to be extremely fault tolerant and meet strict uptime and high availability requirements.

The Solution: Over an eight-month period, Spinnaker led the upgrade of the existing JDA System and in parallel implemented a multi-faceted business process that addressed previous planning challenges. From a Demand Planning perspective, tools such as the new JDA Decision Support Workbench (DSW) were introduced as the focal point of the revised S&OP consensus planning cycle. The DSW provided a single view of demand, which allowed for a comparative analysis of product forecasts that could be exception managed, tuned, and re-forecasted from within one graphical user interface that contained all of the various streams of forecast input data for all locations. This was a revolutionary change that has enhanced the carrier's ability to easily compare, contrast and adjust to new sales trends.

Within Replenishment, Spinnaker worked with the client to re-orchestrate the entire business process and establish a new operational cadence between resources tasked with product procurement activities and those tasked with replenishing it. The use of advanced planning tools and concepts, such as supersession and the automated statistical safety stock planning process, were integral to the successful reduction of overall inventory levels.


Targeted changes to the setup, configuration and operation of the JDA Enterprise Architecture allowed the client to recognize unprecedented batch and online performance, while providing an environment that can be brought up within minutes in a remote disaster recovery facility.

The Results: Spinnaker was instrumental in helping the client achieve several significant operating goals, both tangible and intangible, during its implementation. The client was able to move from a monthly planning cadence to a weekly planning cycle significantly increasing forecast accuracy. The client was also able to replenish fast-moving stores modeled within the assortment process to maintain more inventory at the distribution center where replenishment requirements are far more accurate. The carrier was able to recognize tens of millions of dollars in overall savings as a result of these implementation improvements.

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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