



With more than 1,100 customers worldwide, Logility is a leading provider of collaborative, best-of-breed supply chain solutions that help small, medium, large and Fortune 1000 companies realise substantial bottom-line results in record time. Logility helps distribution-intensive companies optimise their supply chain. Logility Voyager Solutions is a comprehensive supply chain management solution that features performance management capabilities in a collaborative Internet-based framework and provides supply chain visibility; demand, inventory and replenishment planning; supply and global sourcing optimisation; sales and operations planning and production planning.

Why Logility?

Logility Voyager Solutions are the right choice for distribution-intensive companies in quest of gross margin gains. Logility's technology is easy to use, easy to implement, easy to integrate and especially easy to justify. With Logility, your entire supply chain can reap the benefits of becoming demand-driven. By collaborating effectively in critical areas such as demand planning, supply planning and sales and operations planning, you can realize improvements that boost the bottom line.

By providing real-time operational measurements, Logility enables companies to become performance-driven enterprises. Through increased supply chain visibility, Logility customers achieve a competitive advantage and realise dramatic improvements in revenue, cycle time, forecast accuracy, inventory optimisation, production, and improved customer satisfaction.

Contact Details:

Logility
Rathbone House
4a Heath Road
Weybridge, Surrey
KT13 8TB
United Kingdom
+44 (0) 1932 830898
www.logility.com

CASE STUDY

Pernod Ricard Raises Spirits With a Collaborative Supply Chain

Pernod Ricard is one of the top three operators worldwide in wine and spirits, with over \$3.4 billion in annual sales. Key brands include Chivas Regal, Seagrams Gin, Wild Turkey, Martell, Ramazzotti, Pastis 51 and Jacob's Creek.

By growth through acquisition, Pernod Ricard has become a global conglomerate of nearly 60 companies. Each subsidiary is managed as a profit center, and makes strategic marketing and field decisions locally, but ultimately reports to Pernod Ricard's holding company in Paris. Because each brand owner, or subsidiary, manages its profit center based upon an in-depth knowledge of its market, decentralisation is a competitive strength for Pernod Ricard, but at the same time creates a complex supply chain.

In addition to distributing its own wine and spirits, each of Pernod Ricard's companies distributes the wines and spirits of other companies within the conglomerate. Cross selling within Pernod Ricard creates global demand for each of its brands without the need for costly external distribution companies or agents. It also adds to supply chain complexity.

Pernod Ricard had an unstructured, manual process for products forecasting, using mainly spreadsheets, pencil and paper, and fax machines to gather and share information. In addition to tracking demand, Pernod Ricard needed to track various mandatory regulations in different countries. For each product, there are sev-



eral different SKUs based on the specific contents found in the bottle.

Pernod Ricard needed to improve overall visibility across its global supply chain to more accurately forecast demand; identify and aggregate inventory; and make the most appropriate overall supply chain decisions. The manufacturer deployed Logility Voyager Solutions for demand planning, inventory planning, replenishment planning and manufacturing planning to improve forecast accuracy, reduce supply chain costs, share global demand information with its affiliates, increase inventory turns and maintain high levels of customer service.

"Logility provides a consistent format, process, and central repository that gives each brand owner a consolidated view of its products in each market down to SKU level," says Peter Schelvis, group IT manager, Pernod Ricard. "In a short period of time we achieved a 15% reduction in inventory; reduced raw materials inventory; improved customer service by increasing product availability; and enabled a high degree of visibility and stability in several key business processes, including production line planning and dry good purchases."

"In a short period of time we achieved a 15% reduction in inventory; reduced raw materials inventory; improved customer service by increasing product availability; and enabled a high degree of visibility and stability in several key business processes, including production line planning and dry good purchases."