

Customer Success Story

Leupold & Stevens targets a new SIOP process



Improved decision-making and boosted plan confidence



Gained new market insights



Improved forecast accuracy by 25%



Improved promotion planning



Increased throughput by 20%



Right-sized inventory



LEUPOLD

Facts

Industry
Consumer Goods

Headquarters
Beaverton, OR

Profile

Fifth-generation, family-owned Leupold & Stevens has grown from a small survey instrument repair company into a premier American manufacturer of telescopic sights, red dot sights and spotting scopes for firearms and binoculars. Leupold sells to retailers, distributors, governments and direct-to-consumer channels.

Challenge

Leupold & Stevens needed to replace an aging, unsupported legacy planning system with a digital supply chain platform and process to deliver enterprise-wide visibility and new business insights.

Logility Digital Supply Chain Platform

Logility helped Leupold & Stevens support a collaborative Sales Inventory Operations Planning [SIOP] process to enable greater manufacturing flexibility and synchronize demand and supply.

"With the insights we have gained from Logility, Leupold & Stevens can predictably react and adjust to our ever changing customer demand to ensure we are delivering what our customers want accurately and on time."

Rob Nees, Vice President, Manufacturing & Global Supply Chain - Leupold & Stevens

Premium optics products such as spotting scopes and binoculars are all about seeing more clearly, but visibility into demand was challenging for family-owned manufacturer Leupold & Stevens. The company produces its range of sights, scopes, rangefinders and other optics in Beaverton, Oregon, sourcing parts from highly specialized manufacturers across the globe. Finished goods are housed in a distribution center near the factory and then moved out to retailers, distributors, governments and a growing direct-to-consumer channel.

One hundred years after the company's founding, leadership determined a need to revisit its planning processes in order to better respond to customer demands and mitigate risks including shifting regulatory requirements and tariffs. The search began for a single planning platform to balance inventory and optimize capacity utilization.

"We wanted to bring together the systems and functional groups from across the business in a productive way."

Rob Nees
Vice President, Manufacturing &
Global Supply Chain
Leupold & Stevens

"We wanted to bring together the systems and functional groups from across the business in a productive way," says Jay Schmidt, Senior Manager, Supply Chain at Leupold & Stevens. Sales, finance, operations, planning, purchasing and manufacturing didn't have ready access to valuable supply chain data that could help them make better, more informed decisions. The company chose Logility to become its single digital planning platform and to support the company's first Sales Inventory Operations Planning [SIOP] process.

Taming Demand Planning Complexity

Leupold & Stevens manufactures roughly 1,400 stock keeping units [SKUs]. Each one incorporates a multitude of parts, resulting in bills of material of up to up to 15 levels. Demand is also impacted by regulatory and tariff risks as well as seasonality and the political climate. Additionally, Leupold's supply chain network includes a vast number of suppliers, many of whom are the sole supplier for key manufacturing components. By providing the company with a common source of data and insights across the business, Logility has given Leupold the visibility needed to tame the complexity across its supply chain and position the organization for continued growth.

Logility Demand Planning™

provides visibility across Leupold & Stevens' supply chain network to increase forecast accuracy and right-size inventory levels.

Logility Inventory Planning™

allows Leupold & Stevens to improve inventory performance and customer support through demand and inventory plan alignment.

Logility Replenishment Planning™

isolates and manages inventory and service performance at a product-specific level.

Logility Merchandise Planning™

creates valid production plans, provides lower costs, fewer setups and increased product availability.

Logility enables you to:

- Boost forecast accuracy
- Improve sales and operations planning
- Increase inventory turns
- Successfully plan and manage promotions
- Set time-phased inventory targets
- Easily collaborate with suppliers and customers
- Improve sourcing and production of private labeled and branded products
- Reduce out-of-stocks

Tracking Effectiveness of Promotions

With enhanced visibility into its data, Leupold & Stevens analyzed past promotions and determined they were not effective. The sales and promotional activities data made it clear to the company that it was incenting customers to buy at a discount. This raised a lot of questions and enabled the organization to make changes and to become more strategic. Today promotions are scheduled and reviewed monthly as part of the SIOp process and the results are closely tracked to ensure maximum profitability.

Consensus Forecast Delivers Benefits

Leupold & Stevens' monthly SIOp process provided the necessary foundation to generate a reliable statistical forecast. That, in turn, enabled the company to look forward and plan its capital expenditures, including several pieces of new equipment.

It also encouraged all stakeholders to work together to create a consensus forecast to drive production planning. Everyone is now focused on one plan and the entire company's progress toward reaching it, and promotions and new product introductions are now intrinsic to the process. Better visibility is driving new strategic insights.

Building a Strong SIOp Process

An 'aha moment' for the team was the realization that data quality and availability was vital to building a reliable process. About three months into the SIOp process development, the company noticed a glitch in its month-end reporting processes. Leupold & Stevens' SIOp process has been a game changer for the company and enables a single plan for the business.

After implementing Logility and establishing the new SIOp process, the company's forecast accuracy improved by 25 percent—more in some lines – and it now achieves a 96% match of demand to supply—as close as it can get given production batch requirements. "When we first reported this, I don't think anybody believed it. The executive team, of course they loved it!" explained Schmidt.



About Logility

Accelerating the sustainable digital supply chain, Logility helps companies seize new opportunities, sense and respond to changing market dynamics and more profitably manage their complex global businesses. The Logility® Digital Supply Chain Platform leverages an innovative blend of artificial intelligence [AI] and advanced analytics to automate planning, accelerate cycle times, increase precision, improve operating performance, break down business silos and deliver greater visibility. Logility is a wholly owned subsidiary of American Software, Inc. [NASDAQ: AMSWA].

To learn how Logility can help you make smarter decisions faster, visit www.logility.com.