



BI-FORECASTING

A solution to Product Information
Management in small and big companies

AKROM

ABOUT AKROM

Akrom is a specialist consultancy business based in WA which focuses upon the development of innovative solutions for the Oil & Gas and Mining industry.

Akrom offers high-value supply chain, procurement and contracting consultancy services to help its client base secure best in class solutions to its SCM challenges.

The practice embraces a client-focused and collaborative approach for each engagement, transferring critical knowledge every step of the way.

ABOUT THE AUTHOR

Gonzalo Barbot is an experienced Business consultant in Australia with +4 years of experience in top-class companies.

He holds a bachelor's degree in Industrial Engineering, expertise in Data Analysis, Business Intelligence and Supply Chain Disciplines.

Proficient in Excel, SAP and Master Data with Programming Experience.

INTRODUCTION

Our aim is to provide services to a retail business that has evolved into a symbol and pioneer of the industry across the country. Remaining the national leader is a constant challenge that requires constant adaptation to the market and edge over competitors.



This continuous growth has heavily impacted in the organisation's Product Information Management (PIM). In light of this, one of our consultants has been asked by the client to develop Akrom **BI-Forecasting** tool to provide value adding solutions.

THE CHALLENGE

The challenge was bringing all areas to a unique source and combining data from products, retail stores, distribution centres and warehouses to a new and centralized system. Visualizing all the areas involved through Supply Chain, and Commercial would provide an advantage in the decision making process.



THE SOLUTION

The creation of an Enterprise Resource Planning (ERP) data platform, covering an end-to-end data analytics software connecting SAP and Excel via Winshuttle, to obtain a daily updated report. Winshuttle is the most powerful PIM solution in the market today, providing a single view that enterprises need to acquire, manage, synchronize and syndicate all their data and product information.

BI-Forecasting's function is to automate SAP data and convert it into a user friendly datasheet which will provide valuable insights from different KPIs:

- Sales
- Prices
- Distribution
- Actual and Forecasted Stock
- Market position

Each of these KPIs can be reported and analysed by product, brand, segment and group.

With all the data extracted, **BI-Forecasting** automatically forecasts, calculates and provides new insights for the Supply Chain, Commercial and Direction team. Forecasting and analysing these KPIs will facilitate and automate valuable areas of the Supply Chain.

Different specific reports can be tailored depending on the needs of each business to be self-operated.

The database combines all the extracted information and uses it to create new reports based on sales history, season, article, group, brand, etc.

Once the database is finished, it will be the main source for the dynamic reports with all the different views for each KPI.



RESULTS

BI-Forecasting provides a global and specific perspective of the Commercial and Supply Chain areas simultaneously, that gives unique insights to the business. It's implementation also encourages collaboration through sharing data analytics between areas.

Our client has experienced **BI-Forecasting** implementation with exceptional results:

- Accurate purchase orders regarding a better global analysis. Related purchase performance KPIs improved 20%.
- Optimised distribution in the entire country. Out of stock rate in shops decreased 13%.
- Reduced 6% the total of overstock in the warehouse.
- Duplicate improvement opportunities, mostly from the commercial area.
- Improvement of distribution, prices, and stock decisions.
- Supported direction's decisions based on simple and clear reports.