

CASE STUDY

FUJITSU TRANSFORMS SUPPLY CHAIN FOR A CLIENT IN CG INDUSTRY

THE COMPANY IS THE LEADING PRODUCER OF DELICIOUS - AND DISTINCTIVE-TASTING JUICES, JAMS AND JELLIES.



- Managing “Mass Customization” for strategic customers
- Growth of data synchronization initiatives
- Supply Chain network complexity increasing
- Greater reliance on third party manufacturers and logistics providers
- Pressure for faster product development cycles
- Regulatory environment with enhanced requirements for records/data management
- TPM (Trade Promotion Management) and their biggest pain points

SOLUTION:

Business Applications - ERP

BENEFIT:

The combination of process improvements and tools integration provided by the Fujitsu framework will now enable the client to successfully meet the complexity of the solution and scaling challenges in their future Process Management.

FUJITSU SOLUTION:

Led by a seasoned project manager, a team of highly skilled functional and technical consultants with experience in both Oracle products and business processes was deployed. This combined skill set was necessary for the Company’s needs. They were looking for various processes such as plan-to-produce, procure-to-pay, order-to-cash, and HR / payroll systems. Incorporating these processes involved ongoing leadership and guidance based upon appropriate planning, methodology, and governance. The implementation footprint of Oracle E-Business Suite and other edge products included Oracle Financials, Order Management, Advanced Pricing, Process Manufacturing, Advanced Supply Chain Planning and Procurement, and Demantra Forecasting and Demand Planning, Trade Promotion Management.

ENGAGEMENT DETAILS

Fujitsu was selected by this Company to implement Oracle E-Business Suite and other Edge products. Fujitsu pitched in with their full-fledged Process Manufacturing and CG Experts but first they understood the following challenges:

BUSINESS CHALLENGES

- Legacy systems: old, disparate and unsupported
- Need to better understand product and customer profitability
- Maintaining world class customer service, order cycle time within a demand driven supply chain

MAJOR HIGHLIGHTS

- Improved forecast and demand planning accuracy
- Maintaining World Class Customer Service levels while reducing Finished Goods and Materials Inventories
- Improved network visibility to inventory through OPM Inventory with Order Management and Global Order Promising

- Reduced labor costs from accurate and timely inventory information and elimination of current multiple systems hand-offs
- Full understanding of cost to serve
- Managing product and customer profitability
- Built foundation for additional project phases, including: Business Intelligence, Product Life Cycle Management and Warehouse Management

Business Benefits:

As a result of the work done with Fujitsu, the company has been able to:

- Set the stage for future business process enhancements with Oracle ERP and build a foundation for success moving forward
- Enhance manufacturing visibility and cost tracking
- Improve trade funds tracking and deduction management process with the integrated system
- Improve Order Scheduling process with Available to promise capabilities
- Demonstrate a measurable return on their investment
- Provide excellent vision on Warehousing and KPIs

Industries:

- CG

Offering Groups:

- Services

Solution Areas:

- Business Applications - ERP

Regions:

- United States

ABOUT FUJITSU AMERICA

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For more information, please visit: <http://solutions.us.fujitsu.com/>

FUJITSU AMERICA, INC.

1250 East Arques Avenue
Sunnyvale, CA 94085-3470, U.S.A.

Telephone: 800 831 3183
or 408 746 6000

Web: <http://solutions.us.fujitsu.com>

Contact Form:

<http://solutions.us.fujitsu.com/contact>

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