



Improving Demand Planning Agility for a Leading Consumer Products Manufacturer

INDUSTRY CONTEXT

Consumer products manufacturers operate in fast-moving environments where forecasting accuracy, supply chain responsiveness, and operational visibility directly impact customer service and inventory performance.

As organizations grow across product lines, retail channels, and distribution networks, disconnected planning systems and manual forecasting processes can create operational inefficiencies, increase IT dependency, and limit responsiveness to business changes.

BUSINESS CHALLENGE

A leading North American consumer products manufacturer was looking to modernize demand planning and create a more connected planning environment within IFS.

Demand planning was being managed outside the organization's core ERP environment, creating ongoing operational and technical challenges.

The organization needed to:

- Reduce manual reconciliation between planning and ERP systems
- Decrease IT dependency for data corrections and maintenance

Customer Success

- Improve visibility across forecasting inputs and planning activities
- Increase agility and responsiveness within monthly planning cycles
- Preserve existing planning workflows while modernizing the underlying platform

As the business continued to grow, leadership recognized the need for a unified planning environment that could support both operational efficiency and long-term scalability.

ASTRA CANYON'S APPROACH

Astra Canyon partnered closely with supply chain, planning, and IT stakeholders to understand current workflows, identify operational pain points, and align the solution to day-to-day business realities.

The engagement focused on helping the organization:

- ◆◆ **Bring demand planning** into its existing IFS environment
- ◆◆ **Preserve key planning capabilities** while eliminating disconnected systems
- ◆◆ **Configure forecasting models** across multiple product and customer categories
- ◆◆ **Improve collaboration** between planners, business users, and IT teams
- ◆◆ **Support user readiness** through workshops, testing, and role-based enablement

By combining practical supply chain knowledge with deep IFS expertise, Astra Canyon helped create a more connected and scalable planning foundation.

BUSINESS OUTCOMES

Following deployment, the organization achieved measurable operational improvements across demand planning processes.

Business outcomes included:

- Monthly demand planning cycles reduced from three days to approximately one hour
- Reduced reliance on IT teams for data corrections and support
- Improved visibility across forecasting data and planning inputs
- Faster response to forecast adjustments and operational changes
- A stronger foundation for continuous forecasting and supply chain improvement

The organization now operates with a more unified demand planning environment, improving agility, operational visibility, and collaboration across planning and supply chain functions.

WHY IT MATTERS

Consumer products organizations modernizing supply chain and planning operations need more than disconnected forecasting tools.

They need a partner who understands how planning, operational execution, and ERP systems work together to improve responsiveness, visibility, and long-term business scalability.



WHY ASTRA CANYON



Ability to take ownership of complex migrations



Strong collaboration with client teams



Flexibility under tight timelines



Innovative approach to data transformation

Let's turn your migration into a strategic advantage.

Connect with Astra Canyon to get started.

