



Leading One-Number IBP Solution

Integria[✱]

INTEGRIA CASE STUDY

Integria Implemented ONE for Demand Planning to Improve Visibility and Benefit their S&OP

INTEGRIA OVERVIEW

Integria Healthcare provides health professionals and retailers with integrated access to more than 75 of the most trusted names in natural health therapies and personal care products. Through an online customer portal, MyIntegria, consumers can order practitioner and retail healthcare brands, anytime, from any location. Integria recently implemented the Blueshift ONE Solution to allow for company-wide visibility and accuracy in Demand Planning and Forecasting.

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“Integria has benefited immensely with the implementation of Blueshift ONE. The tool has enabled teams to work collaboratively in understanding key business drivers, consumer behaviour and market conditions. It has enhanced our S&OP processes, bringing together a singular operational number that is accountable, dependable and measurable. The Blueshift team has been incredible partners throughout the journey. They have shared their expert knowledge and have provided tremendous support and professionalism throughout the process.”

Thomas Elstermann
S&OP Demand Manager at Integria

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BLUESHIFT ONE IMPLEMENTATION PROCESS

In 2020, Integria Healthcare commenced the implementation of the Blueshift ONE solution. Phase 1 of this project saw the implementation of Demand Planning functionality, transitioning Integria to utilising the volume forecast output from Blueshift ONE for their Business Planning, Reporting and S&OP inputs. Cut-over was completed in June 2020, whilst other phases of the project were being designed.

System design for Demand Planning is considered an essential part of the complete end-to-end requirements for Blueshift ONE. Master data elements for customers and products are significant to the tool's functionality and useability. Passing through all required attributes for customers and products into ONE allows Demand Planners to effectively design their Forecasting levels. This equips planners with the necessary data to actively manage their forecast and reporting requirements.

Both teams worked collaboratively together to ensure all necessary master data elements were cleansed, accurate and configured as agreed. This provided end-users access to tactile data, which allowed for a better training experience and more efficient User Acceptance Testing.

For Integria, a key design feature was the implementation of Stream Sales forecasting. This unique functionality uses secondary sales data to build a baseline forecast for indirect customers without duplicating requirements at the direct customer level. Enabling this feature presented Integria with the powerful ability to understand and manage trade spend with these indirect customers.

The cut-over strategy between Integria's existing forecast solution and Blueshift ONE had to be carefully considered and planned. The objective of the cut-over process was to maintain a stable forecast for Integria so that the supply plan did not experience volatility during the transition phase. It was essential to understand any gaps between Integria's current forecasting tool and ONE so that Blueshift could build business confidence in the solution. Once gaps were identified and resolved, Blueshift sought business approval to transition Integria to forecasting from Blueshift completely.

DEMAND FORECAST IMPROVEMENTS



Improved forecast within 3 months



Forecast aligned to 'real' market intelligence

How long did the efforts of setting up a new system translate into an improved forecast?

Integria started to see improvements within three months of implementation. As planners became more comfortable with the features and benefits of the tool, teams were able to see significant improvements in baseline run rates. This was enhanced once the trade-spend module came online, allowing sales teams to add incremental volumes, further improving the accuracy of the forecast.

How did the forecast improve, and why?

For Integria, improvement in MAPE and BIAS in its Retail segments was essential. ONE's capability to utilise alternate baseline input methods such as scan data, secondary sales and stream-sales, helped align the forecast to "real" market intelligence. This aided the business to not only understand market conditions but also provide a more reliable operational forecast.

What does the metric say, when comparing the target to the result?

Improvement, reliability and consensus. It highlights to Integria how well we understand our customers and their behaviour, the purchasing process and the confidence level in our activities to support them. This translates to an improved operational plan and our ability to service our customers.

S&OP BENEFITS



Improved data integrity of S&OP inputs, enhancing forecasts, reporting and intelligence



Enhanced forecast alignment meetings, with clear visibility of trends and activities driving forecast consensus



Improved commercialisation of forecast impacts and outputs

ABOUT BLUESHIFT

Blueshift is a privately owned business that was established in 2002 by the two current directors Justin Stafford and Scott Lovell. The Blueshift ONE solution was initially developed in partnership with clients to fill a recognised need not supported in the market. Since inception Blueshift has continued to focus on working with clients to develop a forward thinking: technologically advanced solution for the FMCG industry.

Integrated Business Planning (IBP) is Blueshift's specialty, but they also consult to companies looking for Trade Promotions Management (TPM), Trade Promotions Optimisation (TPO), Revenue Growth Management (RCM), Claims Automation and Demand Planning. Blueshift will engage to understand your business at a high level and establish a simple estimated ROI.

Based in Sydney, Australia: Blueshift has continued to grow and expand over the last 19 years and is geographically located to easily service our expanding client base in Australia, New Zealand, USA and throughout Asia.



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Blueshift Sales Team
Give us a call today!

