



PLAN • FORECAST • OPTIMISE



**ValueMetrics**  
Improving Business Performance



## DON'T FORECAST THE FUTURE, CONTROL IT

Reflex Demand Planning breaks new ground. It has unique features that allow you to create real value for your customers, and take real cost out of your business. Reflex Demand Planning uses world-class multi-level business forecasting techniques, giving you more information and time to better understand your market and make decisions.

Using order history fed from your core ERP system, Reflex calculates your forecast by day, week or month, using auto-adaptive calculations based on algorithms developed with Manchester Metropolitan University. Reflex dynamically analyses demand or sales history and calculates seasonality and trend to create a base forecast for seasonalised sales.

Importantly, Reflex Demand Planning also allows the user to identify separate promotional activity, both in sales history and in the forecast. These events can be managed at any level in the hierarchy, minimising effort and improving accuracy. A library of profiles can also be created, allowing the system to learn from past events and enhance projections. Accurate management of this process is crucial to successful business forecasting. Equally, the integration of forecast promotions and events

enables the activity of the Sales and Marketing functions to be planned into the sales forecast.

Comparing forecast to budget and managing the financial processes is core to Reflex Demand Planning. Important commercial considerations such as margin effects and pricing are easily managed at a detailed or aggregate level. Financial and volume forecasts can be compared between products, family groups, customers and markets. Sales teams can be measured and incentivised on the margin and price effects of their activities.

Reflex Demand Planning software also drives a highly effective alerts system that will help users address weak forecasts. Alerts provide the user with a work schedule that will improve the forecast in the most efficient way. Based on a simple traffic lights model, it will highlight forecast inaccuracies and make continuous improvement a way of life.

Reflex Demand Planning supports multiple forecasting algorithms and methodologies to enable forecast improvement across all types of products: fast- and slow-moving, lumpy, short life cycle, trending, level and highly seasonal. It also supports the effect of causal variables.



## EFFECTIVE MEASURES WITH INVENTORY FORECASTING

- IMPROVED CUSTOMER SERVICE
- REDUCED OBSOLESCENCE
- IMPROVED CASH CONTROL
- BALANCED STOCK PROFILE
- REDUCED STOCK LEVELS
- REDUCED WAREHOUSE FOOTPRINT
- IMPROVED RETURN ON INVESTMENT



## MAKING THE MOST OF YOUR STOCK

Reflex Inventory Optimization will help reduce inventory and improve service. Effective inventory management not only reduces cost, but improves performance in the one area where markets are most demanding today: Customer Service.

Reflex Inventory Optimization monitors demand variability and accounts for the outputs from Reflex Demand Planning. It calculates optimum inventory at item level, allowing the user to model inventory against target service levels and decide how much to invest in stock.

Improved customer service is the most valuable benefit of effective supply chain inventory management. The immediate benefits of order fulfilment and improved sales are one thing; the longer term benefits of enhanced reputation and a strengthened brand are quite another. But Reflex Inventory Optimization can deliver many other improvements that reduce cost, including the reduction in written-off stock due to

obsolescence. Furthermore, a properly balanced stock profile will allow reduced inventory levels overall, thus reducing the warehouse footprint and associated costs. Even the cost of labour and Mechanical Handling Equipment can be reduced.

Reflex Inventory Optimization outputs are time-phased, automatically calculating the different levels of inventory required at different times of year. They include ABC product classification, safety stock, optimum stock, excess stock, and days of supply. Alternate solutions are easily modelled and compared, allowing managers to balance customer service targets against capital investment.

Supported by an effective forecast, Reflex Inventory Optimization provides a rapid return on investment. Reflex can be justified on these benefits alone, let alone improved service levels throughout the supply chain.



## RIGHT PRODUCT, RIGHT PLACE, RIGHT TIME.

Reflex Supply Planning software has been designed to automate as much of the replenishment plan as possible. It can be used to drive efficiencies within the company's production and warehouse structure and, in collaboration with suppliers, to provide a highly efficient inter-enterprise replenishment process.

Reflex Supply Planning provides future visibility of customer demands, your product and material requirements, and the actions needed by your suppliers to satisfy those requirements.

It automatically generates a time-phased projection in monthly, weekly or daily periods, taking into account the numerous parameters facing the stock planner: stock-on-hand, stock-in-transit, firm planned orders, scheduled receipts, lead times, minimum order quantity, order frequency, forecast accuracy, minimum / maximum stock levels. Multiple versions of the plan can be modelled and compared to assess the impact of changes on the supply chain.

Reflex Supply Planning is exception driven. It enables planners to quickly focus on those situations where supply and demand are out of balance. As a result, planners can spend their time making informed decisions about resource allocation, expediting orders and protecting customer service, instead of managing routine replenishment orders which Reflex Supply Planning will handle automatically.

Reflex Supply Planning anticipates and averts problems such as stock-outs and out-dated inventory. Minimizing obsolescence, the solution presents planners with economically sound options - and pleased customers.

Reflex Supply Planning provides for long term Capacity Planning by Production Line or Work Centre, taking into account specific factory calendars to account for holidays, shutdowns, and factory maintenance.

The output of the capacity planning process includes a labour plan and feeds directly into both the supply plan and MPS requirements. Consideration is taken of stock build requirements to meet planned seasonal peaks and the Safety Stocks to support them. The process analyses gaps between available capacity and demand, creating a smoothed production plan.

Planning methods such as MTO, PTO, MTS, PTS are all supported, as are algorithms for prorating plans across multiple hierarchies.

Reflex Scheduling creates of an optimised plan which takes account of customer service objectives (for example: key customers, priority products, minimise stock outs). Planners can easily drag and drop works orders to re-schedule and synchronise sub and final assemblies. The schedule will consider both current and future material availability, together with WIP stock levels, as well as taking account of the resource constraints of each work station. Users can fully adjust the proposed system schedule to achieve their desired plan.

## SALES & OPERATIONAL PLANNING



With lengthening supply chains and ever more demanding customers, Sales and Operations Planning has become an essential business tool. It integrates functions across businesses, improving Customer Service whilst reducing inventory and costs.

Reflex makes it easy to collaborate on what matters - improving your supply chain performance. Our S&OP software is designed to work alongside and enhance your existing ERP solution. Our software will improve your S&OP process, measuring performance at all levels, and giving you the visibility you need to make key decisions.

Our Graphical Dashboard clearly illustrates performance, opportunity and risk, turning your data into key information. Here, we alert users and managers alike to poor performing products, forecasts and plans, to make sure you are focussing your attention in the right areas.

Reflex allows you to work with one set of figures that can be cut to suit any department's view of the business, creating a single plan for future demand, inventory and production. This can be shared throughout your organization, as well as with your customers and suppliers.

Reflex recognises that an effective S&OP process is key to a world class performance; in fact, it has been designed specifically to support and enhance sophisticated S&OP processes. The benefits to your business are huge. Typically, businesses using S&OP deliver 20% more perfect orders, hold half the inventory, get paid 66% faster, and have a 5% cost advantage against their competitors.



## SECTOR FOCUSED SOLUTIONS

Reflex has specific experience in and offers Demand and Supply Planning solutions to the following sectors:

- FOOD & BEVERAGE
- CONSUMER GOODS
- DISTRIBUTORS
- MANUFACTURERS
- RETAIL
- HEALTHCARE
- AUTOMOTIVE
- HOUSEHOLD
- BUILDING
- TELECON
- ENERGY
- GOVERNMENT





## CONSUMER GOODS



Consumer Goods is a fast moving market made even more complex by proliferating product portfolios, promotional campaigns and shortening life-cycles. Demands on supply chain responsiveness and inventory control are considerable. The challenge, and opportunity, is to profitably align sales and operations while simultaneously eliminating complexity and reducing costs.

The Reflex Supply Planning solution will drive improved performance and growing margins. Flexible demand planning processes and improving forecast accuracy will help you minimize inventory risk, while aligning your operational activities with your corporate goals.

And with improved inventory planning and supply chain management tools for the consumer goods industry, you can provide better customer service and product availability while, at the same time, reducing costs.

Increasing confidence in your optimum inventory levels will improve replenishment rates and boost sales.



In the Consumer Goods industry, Reflex will help you :

- **Streamline sales & operations planning (S&OP)**
- **Achieve more accurate product introductions and phase-outs**
- **Enjoy time-phased demand visibility by geography, customer and SKU**
- **Employ service-based replenishment triggers**
- **Leverage flexible life cycle and event planning techniques**
- **Analyze the trade-offs between customer service goals and inventory investment**



## DISTRIBUTION



The Wholesale Distribution industry is faced with shrinking margins, growing costs, new competitors and demanding customers. Many wholesalers are offering value-added services and introducing private label goods to increase margins and drive profitability.

Working in the distribution industry, your core asset is inventory. Keep too much of it on hand and you waste resources and risk obsolescence. Keep too little and you lose customers. No wonder effective supply chain management is what often separates successful distribution companies from those that struggle.

Those that succeed are constantly looking for incremental improvements that will keep them ahead of their competitors. The challenges are multiple: accurately predicting reactions to promotional campaigns; gaining consensus on demand across several channels; determining the most effective way to invest in inventory across supply networks.

Reflex Demand Planning enables you to model and create an accurate demand plan by product, customer, channel and geography. This means you can hold exactly the right amount of stock to minimise investment and increase gross margins, and yet still ensure product availability to meet customer service requirements. By optimizing inventory management, you can increase value-added services with your most profitable customers.

Reflex Supply Planning manages all your buying needs, automating the replenishment process, driving economic ordering, accounting for lead time issues and multiple constraints (e.g. cubes, weight, order multiples) and much, much more.

Reflex Dashboard provides a consolidated view of your key performance indicators, giving you a powerful tool to manage your business, and clearly identifies where your attention is required to make sure you are operating at maximum efficiency.



## FOOD & BEVERAGE

Margins can be thin in the fast-paced food and beverage market. Competition is strong in the fight for shelf space. Brands and SKUs are proliferating, with a steady stream of new flavors and product variations entering the marketplace. Seasonality can have a huge impact on this market, both in terms of predicting demand and production planning.

The challenges in manufacturing are substantial too. Food production is often impacted by capacity constraints and changeovers. Some companies are consolidating plants and increasingly relying on co-packers. Others are expanding into global markets in search of new sales and local supplies. The Reflex Supply Planning solution will help you eliminate problems caused by limited visibility of supply chain operations. Leveraging our demand planning capabilities, you can increase forecasting accuracy across your portfolio. You'll be able to balance spikes in seasonal sales and more effectively manage promotional events.

Manufacturing support enables you to optimize production across multiple plants. Robust inventory management helps you ensure adequate in-store levels and excellent customer service.

In the Food and Beverage industry, Reflex will help you:

- Eliminate supply chain problems caused by limited visibility, errors, incomplete data and delayed communications
- Optimize production in multiple plants by managing capacity constraints, changeovers, shelf-life limitations
- Plan and manage promotions by modelling multiple demand factors
- Streamline sales and operations planning



# PLANNING TO SUCCEED



ONE SET OF NUMBERS  
TO **DRIVE YOUR BUSINESS**

VIEW THEM FROM THE ANGLE THAT SUITS YOU,  
WHETHER YOU ARE IN FINANCE, MARKETING,  
SALES, MANUFACTURING OR LOGISTICS.

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