



Statistical baseline forecasting

Becoming #1 with effective forecasts

After the acquisition of WOOX innovations, Gibson acknowledged the clear need to standardize and streamline demand planning processes across its various sales organizations as a prerequisite to grow sales and sustain profitability in this highly competitive market. Besides setting up centralized processes that perform well, the company needed accurate and effective forecasts. EyeOn Planning Services was contracted as partner for this demand planning transition.

Fit-for-purpose design

Planning Services designed & build a complete demand planning process based on portfolio segmentation and exception-based review. The process is supported by a fit-for-purpose forecast enrichment tool, including top-down & bottom-up planning logic. Process and tool are rolled out to 11 European sales organizations. For the large part of the portfolio, EyeOn delivers a monthly best-fit statistical baseline forecast and identifies opportunities for forecast improvement.

Focused forecast enrichment

Planning Services has proven to provide stable forecasts equal to - if not better than - Gibson own forecasts. As the baseline forecast activities are outsourced, planners can focus on forecasting promotional sales and portfolio changes, which are of key importance in consumer electronics. By conducting collaborative forecasting with top accounts, forecasts are improved further.

The new process resulted in significantly higher forecasting accuracy and lower excess stock levels at Gibson. Moreover, statistical forecasting improved the quality of long-term forecasts of their European sales organizations.

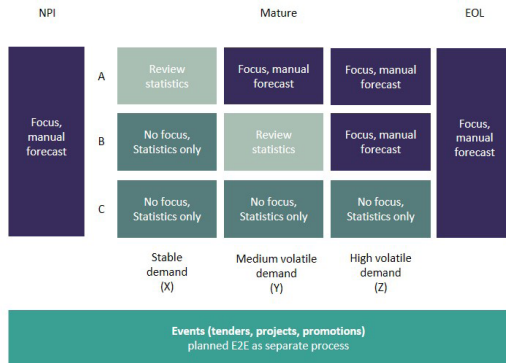


Statistical Baseline Forecasting

About Gibson Innovations

Gibson Brands Inc. acquired in June 2014 WOOX Innovations, Royal Philips’ audio, video, multimedia and accessories business.

The company’s goal is to become the world’s # 1 music lifestyle company. Under the name Gibson Innovations, it unfolded ambitious plans for its portfolio of new and established brands (Philips, Philips Fidelio, Onkyo, Trainer). Gibson Innovations with headquarters in Hong Kong is listed among the top music lifestyle companies in the world.



Why connecting to Planning Services?

By connecting to our services your planning performance gets an instant boost. We increase forecast accuracy and reduce bias, lower inventories and improve service levels. We enable planners and the organization to rapidly transform to the next planning level. And deliver clear insights to your specific planning needs, to shape your future planning capabilities at your own pace.

How can we help you?

Lighten your load. Let us assist you with advanced forecasting, inventory optimization and end-to-end supply chain insights. Make use of our specialised planning and forecasting resources to get ahead.

Interested?

You can contact us at planningservices@eyeon.nl for more information or to make an appointment.

“EyeOn and Planning Services are seen as our long-term strategic business partner, providing highly customized solutions to structurally re-engineer our S&OP process to make it more efficient, sustainable and deliver excellent customer service level with a fully harmonized S&OP process.

An excellent team of diverse personnel who are very knowledgeable, experienced and focused in delivering results.”

Heidi Fan
Supply Chain Management Director

Our promise
We implement proven innovations to raise your forecasting and planning performance. We work in the most pragmatic way possible, based on our knowledge and experience in over hundred large, international companies. We develop and implement the best fit-for-purpose improvements with real impact.