Demand-Planning Statistical Forecasting Tool ECD

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ABSTRACT

he reasons that took ECD to look for a statistic tool to forecast sales were the low accuracy, the low supply level (IFFT), and the ability to create reliable forecast information for marketing and sales area.

We were seeking a tool/solution that could support the complexity of a business with 800 SKUs, 4 delivery centers, 120 sellers/vendors, and 1,300 groups of customers. Because ECD is a B2C business this is in a highly competitive market that is very sensitive to marketing actions and prices variation.

We were sure that SAP could not support Supply Chain's needs and growth estimates. We had the challenge of finding a tool that was capable of giving reliable information and with sufficient flexibility for decision making.

In 2006, a team was formed to analyze the available options. The team has chosen SAS® as a partner to implement and train the Brazilian team.

No paper was submitted for publication.

CONTACT INFORMATION

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