

CONSUMER ELECTRONICS

Technology Forecasting

A Boardwalktech Case Study

PROBLEM STATEMENT

A \$2.2B consumer electronics company located in Fremont, CA that provides a variety of products in the video, audio, remote, and gaming spaces. They have 8,000 employees and ship 165 million products in over 100 countries. Their distribution network includes such key retailers as Wal-Mart, Best Buy, Staples, Target, Carrefour, Dixon, Media Market, and key distributors such as Ingram and Tech Data.

The company was facing the following inefficiencies as a result of manual processes for managing customer and channel planning, fulfillment, and replenishment:

CHALLENGES

- ✓ Relied only on ship forecast.
- ✓ Limited to quarterly focus.
- ✓ Focused on dollars versus units.
- ✓ Inability to handle promotions effectively.
- ✓ Disconnect between Sales and Supply Chain.
- ✓ Lack of consistency in process across channels and customers.

These inefficiencies attributed to stock-outs and associated penalties in some areas and over-stock in others, resulting in the need to discount and obsolete excess inventory.

THE SOLUTION

The company selected the Boardwalk Digital Ledger (Boardwalk) to implement a streamlined CPFR process. The first phase of the Boardwalktech deployment was completed in **less than 10 weeks**.

In the customer's own words:

"Boardwalk enabled our company to deploy a collaborative CPFR forecasting process with account managers, sales representatives, and customers. All planning data including POS, statistical forecasts, promotions, new product launches, and EOL events were integrated into the solution. With Boardwalk, we were able to improve key customer metrics including in-stock order fill rate and channel inventory through better forecast accuracy. Boardwalk was particularly well suited for designing, deploying, and evolving our CPFR process since having collaboration and flexibility is essential and these are capabilities that are not well addressed by traditional, rigid ERP systems. The combination of Boardwalk's flexible data architecture and familiar Excel user interface resulted in an initial deployment of less than 10 weeks with implementation and training costs well below traditional offers."

-Sr. Mgr CPFR

BENEFITS

- ✓ Improved revenue growth 20% (same period).
- ✓ Improved CPFR POS forecast 30% over manual process before BCP.
- ✓ Reduced inventory 59% and stock rotation 30% with key distributor.
- ✓ Increased stock and delivery 4%.
- ✓ Increased sell-through 20% and sell-in 10% on forecast accuracy across all customers.
- ✓ Improved fill rate 3%.