

Case Study

AG Barr Adopts Demand Driven Approach

A.G. Barr is a branded soft drinks company, supplier to some of the world's leading supermarket chains.

Three Goals for Demand Driven Implementation

- Production Stability
- Service level > 99%
- Inventory aligned to demand

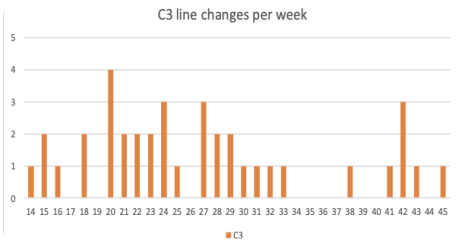


Implementation

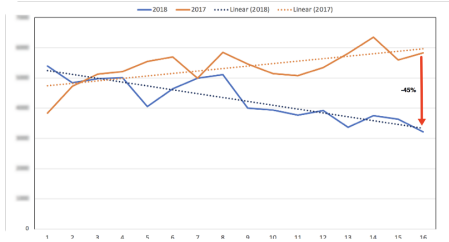
In 2017 AG Barr decided to use the Demand Driven approach: Orchestr8 was selected with consulting partner Scala.

First step was modeling conventional versus demand-driven solution scenarios using Orchestr8's simulation capabilities. Results = service levels above 99% and 30% reduction in inventory with Orchestr8 demand driven approach

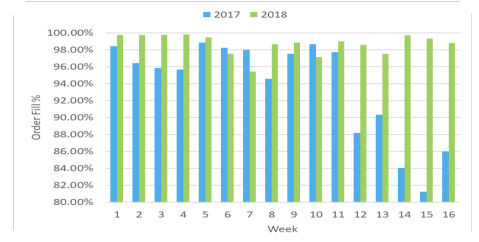
All Targets Met And Exceeded in 4 Months



Production stability



Inventory aligned and reduced



Target service level reached & stable

Results

- Last step: Phase roll-out across the company
 - a. The new demand-driven solution went live on time and within budget
 - b. Projected results were realized within three months of go-live.
- Inventory is now aligned with demand as production become driven by replenishment of strategic buffer inventories.
- AG Barr transitioned safely to demand-driven manufacturing and took a sure step toward supply-chain alignment with 21st century demand complexity and volatility.

Shipment Builder

- **Rules-based Process Automation.** Optimises Shipment Planning to Demand Driven rules.
- **Links production & warehousing to shipment lanes and end point requirements.** Utilises requirement priority, pack type, packing rules

| Item | Indicators | Description | Order qty | Shipment date | Supplier ID | Planned receipt | Status | Location |
|-----------|------------|--|-----------|---------------|-------------|-----------------|--------|----------|
| 00889001 | | Cash Today 30 for sale | 2,403 | | 651035 | 11 Aug 2022 | 🟢 | E302 |
| 008274039 | | Brand New Bike, Local buyer only | 87,654 | 07/09/2021 | 651035 | 1 Sep 2022 | 🔴 | E302 |
| 73652020 | | Logo Star War edition | 2,456 | | 651035 | 21 Aug 2022 | 🟢 | E302 |
| 927640763 | | Opus hero 7 (with receipt) | 23 | | 267400 | 28 May 2022 | 🟢 | E302 |
| 73652020 | | Heiner Miler Sofa (Mirc Condition) | 89 | | 651035 | 7 Feb 2022 | 🟢 | E302 |
| 098274039 | | Macbook Pro 16 inch (2020) For Sale | 45 | | 651035 | 16 Aug 2022 | 🟡 | E302 |
| 098203864 | | Heiner Miler Sofa (Mirc Condition) | 2,456 | 07/09/2021 | 651035 | 14 Aug 2022 | 🔴 | E302 |
| 73652020 | | Brand New Bike, Local buyer only | 2,456 | | 558612 | 12 Sep 2022 | 🔴 | E374 |
| 098274039 | | Logo Star War edition | 87,654 | | 267400 | 7 Jul 2022 | 🟢 | E374 |
| 298384025 | | Playstation 4 Limited Edition (with games) | 12,342 | 06/09/2021 | 651035 | 4 Oct 2022 | 🟡 | E280 |
| 73652020 | | iPad Pro 2017 Model | 2,456 | | 651035 | 31 Mar 2022 | 🟢 | E302 |
| 298384025 | | Gaming Chair local pickup only | 87,654 | | 449003 | 9 Sep 2022 | 🔴 | E374 |
| 00889001 | | Macbook Pro 16 inch (2020) For Sale | 2,456 | | 487441 | 13 Dec 2022 | 🔴 | E374 |