



Case Study



Client

One of the largest breweries in Bavaria, Germany:
HQ in Munich, Germany

Solution

- Invited more than 50 vendors, Adexa was selected
- Collaborative Demand planner and analytics

Challenges

- Facing tough demand planning issues, including seasonal and weather factors
- Had never put in place a demand planning system. Therefore needed a powerful, very user-friendly system
- Limited storage capacity at the plant forces Paulaner to service all of its customers with as little as one day of inventory

Benefits

- Forecast accuracy improved to over 90%
- Delivery performance (to CRD) improved 35%
- Low technology-impact on users
- Using Adexa ML forecasting algorithms, Paulaner continues to make highly reliable forecasts reducing inventory and improving delivery performance