DEMAND PLANNING FOR FOOD

Morato
PANE & IDEE

"

Halving the error on the demand forecast: this is the bet reached in a few months thanks to the Demand Planning system developed by beanTech for Morato Pane. Fundamental numbers for our company that produce a primary product, as widespread as it is quickly perishable on the shelf, such as bread. Thanks to this project, we have improved customer service, reaching an order fulfillment of nearly 100%, and we have rationalized our logistics and production efficiency. Before, we relied on historical and personal experience on the product and for each customer over a period of one month, now the values of Demand Planning allow us to organize production over shorter periods and with much more reliable statistical data.

"

COLLABORATORS

250

REVENUE 2019

60 ML

PLANTS

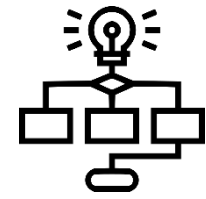## 4 stabilimenti produttivi in Italia

NEED

Solution that allows to process, analyze, validate and share forecast demand with other company functions, based on promotions and applied discounts, with the aim of balancing demand and production.

DEMAND PLANNING FOR FOOD

MORATO PANE

ALGORITHMIC ENGINE	COLLABORATIVE WORKFLOW	WEB PORTAL	REPORTING

> INTEGRATION WITH CORPORATE PMS

> FORECASTS FOR ITEM-CUSTOMER COUPLE

> MANAGEMENT AND MONITORING OF PROMOTIONAL CAMPAIGNS

> DYNAMIC ADJUSTMENT CURVES OF BASELINE