



SUMITOMO RUBBER INDUSTRIES, LTD.

# CASE STUDY



## SUPPLY CHAIN PLANNING IN ANAPLAN REDUCES PLANNING CYCLE AND IMPROVES ABILITY TO REVIEW SCENARIOS

**"Utilizing Anaplan for our Supply Planning process took multiple days out of previous process, while allowing us to review different scenarios and select the best possible plan. Anaplan is providing us the foundation for an enterprise wide connected planning solution."**

Sumitomo Rubber North America (SRNA) is the owner of the Falken and Dunlop Tire brands and is owned by parent company, Sumitomo Rubber Industries in Japan. The Falken brand includes passenger car, light and medium truck tires and has a large presence in the Ultra High Performance tire space.

SRNA has become one of the largest tire distributors in the USA, serving retail, as well as the automotive sector. SRNA has many different product lines to serve the diverse needs of their customers and has multiple distribution centers located throughout the world.

SRNA sells their products to multiple tire retail chains, smaller garages, specialty shops, and to various racing entities and directly to the tier 1 automotive manufacturers.



### INDUSTRY

Retail, Automotive, Distribution, Manufacturing



### USE CASE

Supply Planning



### TECHNOLOGY

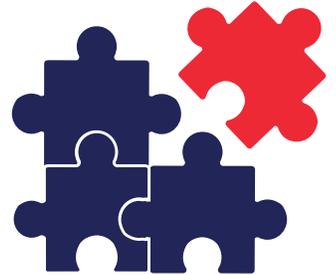
Anaplan

## CHALLENGES

All supply chain planning was done in Excel. While SRNA has deployed Oracle EBS, they felt the supply chain planning within EBS wasn't flexible enough to handle the challenges placed on them to exceed customer expectations. As plans were generated in Excel, manual inputs negatively complimented poor data integrity, which led to natural discrepancies in SRNA's plans and extremely long planning cycles.

From an execution standpoint, SRNA manufactures many of their products in Asia, where it is then shipped on vessels to the US and other territories. This forced SRNA to deliver production requests to their manufacturing plants and then wait for responses, and then do an allocation on the promised shipments. Without a flexible planning tool in place, this was difficult to execute, forcing SRNA to make constant inventory allocation and stocking level tradeoffs.

As a result, poor execution was offset by increased working capital costs to offset supply variability. Overall visibility and alignment across operations, sales, and finance was labor intensive and data quality was called into question. Each functional silo was developing their own plans using their own processes to try and satisfy both internal and external customers.



## SOLUTION

SRNA partnered with Accelytics and Anaplan to standardize and optimize their planning processes, both technically and functionally. Leveraging our Accelerated Approach, Accelytics compared supply chain planning technologies, which established Anaplan as the best tool for their business needs. A complete implementation timeline was established, enabling the SRNA team to launch an in-depth supply planning solution, in a 14-week time frame, leveraging Anaplan as the catalyst.

## RESULT

From a Supply Planning perspective, SRNA has improved the time and effort required to create the supply requests to their parent company, and greatly enhanced their ability to allocate and optimize inventory throughout their supply chain network. This will lead to an ability to reduce capital required to exceed customer needs.

SRNA is also using Accelytics and Anaplan as a foundation to enable their connected planning journey, allowing them to run more simulations, review the impact of their choices and make more informed strategic business decisions.



Accelytics stands for "accelerated analytics." Our team specializes in business process optimization and technology enablement within the scope of supply chain, sales performance management, and financial planning and analysis.

Accelytics leverages its Accelerated Approach methodology to help clients establish industry focused, sustainable processes while using technology as a true enabler to the process.

Our experienced team delivers a broad range of services to help clients throughout their entire transnational journey. We provide solutions that include business process optimization, technology enablement and support services.

Accelytics is headquartered in Houston, TX with offices in Dallas, Denver, Minneapolis and New York. Learn more at [www.accelytics.com](http://www.accelytics.com).