

OPTIMIZING ANAPLAN FOR CONNECTED DEMAND AND SUPPLY PLANNING

Falken Tires was launched in Japan in 1983 and introduced to the North American market two years later. It is a brand housed under Sumitomo Rubber North America (SRNA). At its inception, Falken was created as the flagship high performance radial brand. Now, nearly 35 years later, Falken has solidified its place as a strong consumer choice for tires, as it has focused on UHP (Ultra High Performance) products by participating in – and winning – well-known professional motorsports programs. The success achieved in these programs helps to further develop and improve passenger vehicle products for both domestic and worldwide distribution.

Falken Tires prides itself on its in-house branding and creative capabilities, delivering award-winning advertising and promotional efforts designed to communicate with its customers by providing key information on its brand and product lines. Falken’s marketing actions also support its dealer and retailer sales efforts.



INDUSTRY

Wholesale Distribution, Automotive



USE CASE

Demand Planning, Pricing, Forecasting



TECHNOLOGY

Anaplan

CHALLENGES

Falken employs some of the brightest tire industry experts to help drive their industry leading marketing efforts. The data, however, resided in very siloed pockets within Falken. Because of this, it was difficult to create a comprehensive, cohesive, sustainable and agile demand management and collaborative planning processes.

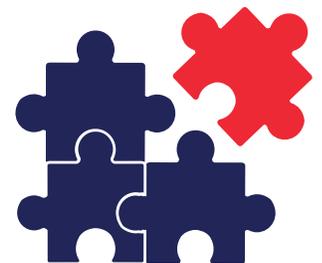
Changes in market conditions and internal changes considered within different departments were difficult to communicate and assimilate in a timely fashion to help capitalize on market opportunities and changes. Due to this, decision support took many man hours of data downloads, uploads and various report generations.

SOLUTION

Falken Tire (SRNA) previously partnered with Accelytics to standardize and optimize their supply planning process using Anaplan. With a deep knowledge on SRNA's current business needs and their Anaplan model, Accelytics was called in to add and connect Statistical Forecast Generation, Demand Planning, Pricing, Market Share Analysis, and Phase Gate Control simulations to their current Supply Planning model.

To help support demand planning and create a more connected demand management process, several use cases were created, allowing Falken (SRNA) to model several different pricing and new product or phase gate control impacts.

With this additional data collection and assimilation structured into a single platform, Accelytics was able to provide Falken Tire (SRNA) a robust and collaborative demand management solution connected to their already optimized supply planning model.



RESULT

The continuation of Falken Tire's Connected Planning Journey to include Demand Management Processes provides Falken Tire with more powerful and comprehensive insights into the various groups impacting and contributing to the Demand Management Process.

They can now see all of the data in a single source, spend less time trying to mine, extract and extrapolate data. The improved Anaplan model will provide them with all of the data they need to model different scenarios and come to a consensus demand plan in less time, less effort, with better accuracy.



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.