SUCCESS STORIES

Perfetti Van Melle centralizes global supply chain process



TABLE OF CONTENTS

Who is Perfetti Van Melle? 03 >

Summary 04 >

Questions & Answers 05 >

Read more 07 >

WHO IS PERFETTI VAN MELLE?

38 Operating companies

>150 Countries

31 Manufacturing facilities

2.7M€
Net sales figure

17 900
Employees

SUMMARY

INDUSTRY

International candy producer with widely known brands such as Chupa Chups , Mentos, Fruittella

CHALLENGES

From a country based demand planning to a centralized EU supply chain approach

SOLUTIONS

Arkieva full S&OP suite

RESULTS

- Shared objectives for the sales and supply chain team
- Segment supply chain and focus on the most important products in the portfolio
- Reduce from a 3 week to 2 week safety stock

PERFETTI VAN MELLE CENTRALIZES GLOBAL SUPPLY CHAIN PROCESS

With widely known chewing gum and candy brands such as Chupa Chups Mentos and Fruittella Perfetti Van Melle focuses on product leadership while making the transition from a country based demand planning to a centralized EU supply chain approach The company based in Italy and the Netherlands is now working together with Solventure to make this switch in perspective and optimize their entire supply chain We talked with Willemien Broeders, Global director Logistics at Perfetti Van Melle to see how this partnership is going.



Why did Perfetti Van Melle choose Solventure for this Supply & Operations Planning (S&OP) journey?

Solventure knows what kind of company you are and how to make the most out of your unique strengths and market position. Even if you have diverging supply chain systems in different countries, they have the experience to tune this complex and international S&OP to the same frequency.

How do you use the Supply Chain Triangle to optimize your supply chain process?

Apart from our focus on product leadership, we heavily invest in the service side of the supply chain triangle. So, we created shared objectives for the sales and supply chain team based on the service levels, stock levels and forecast accuracy. To keep track of these objective, we built a clear traffic light follow up system (the objective is a green light, but red means going back to the drawing table). This way of working was a real eye opener and it made us evolve from a pure arm wrestling contest to proper teamwork in order to score a green traffic light.

Which challenges have you solved while working together with Solventure?

Since 2007 we have grown a lot as a company, not only in size, but also in regional variety. As more and more countries - and work cultures - joined Perfetti Van Melle business unit Europe, our organization and demand management grew to new, and complex, dimensions. The Arkieva S&OP software implemented by Solventure helped us to segment our supply chain and focus on the most important products in our portfolio. The supply chain learnings from one country can also be easily translated to another to create a seamless S&OP regionally.

Which benefits have you attained with the improved supply chain process??

Thanks to the clear view we now have on our forecasts, we were able to reduce the stocks of our top sellers (such as Frisk and Mentos) from a 3 week to a 2 week safety stock, without any danger of running out of stock. This improved forecasting also makes the discussions with our customers go a lot smoother. Furthermore, it is now a lot easier to achieve an SLA (Service Level Agreement) score of 98.5% for all of our articles, even during the pandemic.

> Solventure is supporting us to create a European-wide demand forecast for all of our factories, as they have the experience and best practices to make this into a success.



What are the next steps in your supply chain journey?

We want to drive our supply chain and long-term demand planning from one central unit, instead of having different teams in each country. We’re now in the middle of this transition, which is being led by the Netherlands, as they have the most mature supply chain business unit. Meanwhile, Solventure is supporting us to create a European-wide demand forecast for all of our factories, as they have the experience and best practices to make this into a success.

ABOUT SOLVENTURE

As Solventure we challenge you to rethink supply chain thinking. We help you to transform your supply chain from an obstacle into a competitive edge. Stop regarding your supply chain in purely operational terms and strart aligning it with your business strategy instead. This shift in perspective, which we firmly stand for, is the best way to tackle supply chain issues and to provide a more agile way of fulfilling demand in the fast-evolving world around us. It's the key to driving value, on all business levels.

Check out our methodology, services and software solutions at www.solventuregroup.com or get in touch through contact@solventure.eu

READ MORE

Balancing service, cost and cash is a major challenge. To improve this supply chain triangle and to steer your organization towards success, a mature Executive Sales and Operations Planning (S&OP) process is key. Read more about balancing the Supply Chain Triangle through Sales & Operations Planning!

Download it now at www.solventuregroup.com

