



Paulaner Brewery On A Forecasting Mission

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My Background

Present:

- Deputy Head of Logistics
- Order placement
- Warehouse management
- Distribution
- Projects

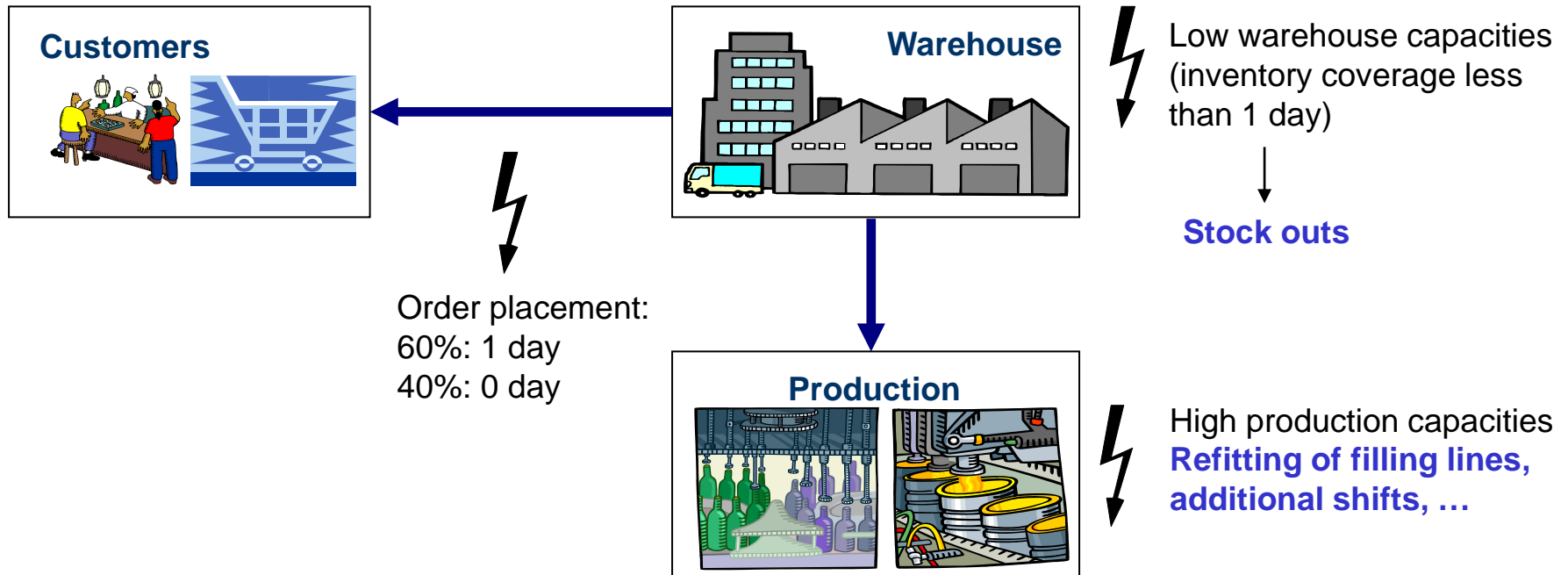


Past:

- born in London
- (was) moved to Germany
- studied Business Administration
- PhD in Statistics on forecasting
- Paulaner



Why Forecasting is critical to our business?




➔ **Solution: Introduce Forecasting technology, which provides:**

- **Powerful statistical forecasting engine**
 - where weather data can be embedded
- **A user friendly Graphical User Interface**
 - which is accepted by sales people

Apply statistical forecasting and then ask sales for their input! This reduces effort for the sales department!

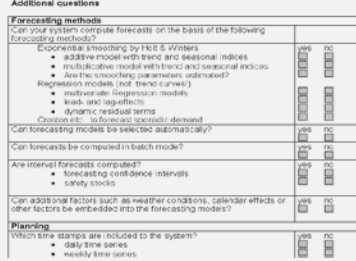


Finding the right solution was a Mission!



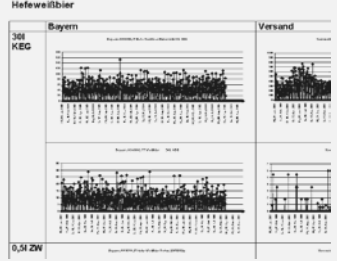
Step 1: Internet search

- ORMS Today
- IJ of Forecasting
- White Papers
- The Forecasting Report



Step 2: Send questionnaire to 36 vendors and evaluate results according to:

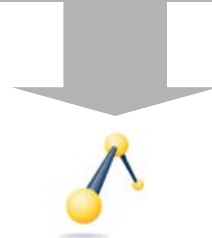
- Statistical Forecasting
- Planning
- Data handling



Step 3: Send sample data to 8 vendors, invite them for a presentation and evaluate the system according to:

- Usability for Key User
- Usability for Sales
- Workflow
- Forecast Accuracy

56 Systems **26 Systems** **8 Systems**



ADEXA
Collaborative Demand Planner



Results and Lessons Learned

Results:

- **Forecasting is done systematically**
- **Forecast accuracy has improved dramatically and is now measurable**
- **We have a “communication-device” and collaboration between sales, production and logistics**

Lessons learned:

- **A good graphical user interfaces is the main driver for acceptance**
- **No more “should we?” discussions**
- **Forecasting is only the beginning of Supply Chain Planning**

