

Case Study

Digital Content Storage with SNO



The Company

A leading digital content storage provider desired to increase value within their Global Supply Chain Network by reducing the amount of late and short demand fulfilment while incurring the least cost possible. Determining the optimal sourcing of materials, ideal manufacturing locations, and efficient transportation lanes within the entire network was desired for all of the SKUs. Needed a way to optimize the entire network distribution to increase efficiency while minimizing costs.

The Challenge

The client had a SCM in place, but this did not evaluate the entire network to allow improvements within the execution plan. The business also needed a better way to ensure contractual obligations with vendors and joint design manufacturers while meeting the efficiency and financial goals. Needed a process to generate a daily execution plan that could direct the planners and assist in determining material shortages and resource issues.

Adexa Solution Overview

- Strategic Network Optimizer
- Gurobi Linear Program Solver
- Master Data Management

Network optimization for Daily, Weekly, and Monthly processes throughout the planning horizon. Weekly plan to determine material and capacity requests, daily planning to allocate and configure capacity to match demand for products and to account for order deviations.

- Plan Alignment of Capacity with Demand
- Choose sourcing and provide Purchasing plan to ensure material availability
- Determine most efficient transportation lanes
- Select ideal manufacturing locations
- Prioritize demand to meet customer demand in a way that aligns with business priorities
- Provide a globally optimal Execution plan to ensure goals are met