

# TOP 15 FOODSERVICE DISTRIBUTOR USED MEIO TO SLASH INVENTORY & OVERSTOCKS CAUSED BY SEASONAL DEMAND



## ABOUT

- Top 15 US foodservice distributor
- 6,000+ customers
- 12,000+ in-stock line items
- Online and field sales channels

## CHALLENGE

- Managing Seasonality without creating costly overstock or service problems
- Inefficient movement of inventory between divisions
- Spoilage & cash tied up in safety stock

## RESULTS

- Cut \$7.5M in inventory & \$2.6M in overstock in just 6 months
- Competitive advantage with a 99.6% to 99.7% service level

With LifeLine, we really couldn't have asked for more. Having people available to answer questions really helped our buyers be better stewards of the inventory asset. The (Blue Ridge) cloud solution enabled us to implement more swiftly and not tax the resources of our IT Department in a major way. Blue Ridge made that process really smooth and easy.

VP of Purchasing  
Foodservice Distributor

## CHALLENGE: CASH TIED UP IN SEASONAL DEMAND

After building sales success based on outstanding customer experience, this foodservice distributor needed to operationally refine how they managed and moved items to meet demand at its four divisions. Seasonality was a key concern because they had significant capital tied up in safety stock. Increased spoilage based on overstocks further complicated the financial picture. An analytics-driven forecasting system would help them manage seasonality and defend their position as a customer service leader, while shifting cash from inventory to higher-priority investments.

## SOLUTION: HONING FORECAST ACCURACY

They decided to put smart analytics behind these issues to sharpen the forecast, respective of supplier constraints and all other cost factors. Blue Ridge Demand Planning, Forecasting and MEIO (Multi-Echelon Inventory Optimization) solutions automated the heavy lifting of demand forecasting activity, including the identification of seasonality, new items and other demand variability across the entire product mix.

Their planners rely heavily on Blue Ridge's Demand Exceptions to refine forecast accuracy, see what's trending up/down, and zero in on which demand signals are real versus not. Blue Ridge's cloud architecture and dedicated LifeLine after-care services team allowed very swift and smooth implementation.

## RESULTS: SMART ANALYTICS DRIVE SMART ECONOMICS

Blue Ridge solutions gave them the ability to intelligently replenish, manage and allocate inventory across multiple DCs, down to the most economic level possible. In just 6 months, they were able to cut \$7.5M in inventory and \$2.6M in overstock, while aggressively leading the attack on new markets with a 99.7% service standard.

