

Food Service

Top 15 food service distributor used MEIO to slash inventory & overstocks caused by seasonal demand.



INVENTORY
\$7.5M
6 MONTHS

OVERSTOCK
\$2.6M
6 MONTHS

ABOUT

- Top 15 US food service 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 onsite 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 \$2.6Mm in overstock, while aggressively leading the attack on new markets with a 99.7% service standard.

**NO GUESSING. JUST SUCCESS.**

Blue Ridge designed smarter software for demand planning, replenishment, and inventory optimization that achieves positive ROI quickly. Simple, scalable, and powerful supply chain management to break free from spreadsheets or inadequate ERP planning modules and leverage a data-driven, AI-powered supply chain planning engine backed by world-class support. Trusted by the distributors, manufacturers, and retailers around the world, Blue Ridge offers a streamlined, easy to use solution, a strategic LifeLine program, and proven results that take the guess work out of selecting the right supply chain management partner.

**BLUE RIDGE**

www.blueridgeglobal.com

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