



Logility: Satisfies the Hunger with Logility Voyager Solutions™

Logility Voyager Solutions™ are helping companies in distribution-intensive industries survive today's economic climate by better equipping them to meet manufacturing and distribution challenges and rising customer expectations.

A recent initiative to improve business processes at Lance, Inc., a manufacturer of leading snack food brands, has given Lance a competitive edge by increasing visibility across the enterprise, enabling a consensus forecast, improving forecast accuracy on a 30-day horizon and optimizing inventory levels.

Lance's acquisition of Tom's Foods in late 2005 introduced new complexity into Lance's supply chain by adding different forecasting avenues which exposed several operational opportunities for improvement, and made increased customer service levels a focus. Adding to the complexity, was the short shelf life of Lance's products and product promotions which drive significant variability in demand patterns making it costly to Lance to have an inaccurate forecast when predicting promotional lifts, seasonal volume changes (back-to-school months, for example), and new product introductions or phase-outs.

In order to gain greater visibility into market demand, Lance sought a solution that would help them achieve a consensus forecast, improve forecast accuracy and optimize inventory levels. Lance wanted to become a "push" rather than "pull" demand-driven company, and needed a solution that would help them build inventory at strategic points in their supply chain.

Lance selected and implemented Logility Voyager Solutions to help ensure visibility across the enterprise and increase customer service levels. Lance implemented Logility and put a monthly demand planning process in place with three key performance indicators (KPIs) in mind: forecast accuracy, days on hand, and implementation of the executive S&OP process. Lance knew that the more accurate forecasts would lead to meeting the company's

goals of reducing working capital, improving operational efficiencies, increasing freshness at the shelf, and optimizing inventory.

With Logility, Lance's forecast accuracy increased from 50% to an impressive 70%, a figure which is considered best-in-class in the snack food industry. In the perishable food market, days on hand is a critical measurement. Better visibility afforded by Voyager Demand Planning™ has led to a significant reduction in days on hand due to confidence in the demand signal. Another key facet of Lance's success is the executive S&OP process that was successfully launched with the support of Logility just one month after implementation was complete. This process has contributed to streamlined sales collaboration, more effective business processes and has built trust in the new demand planning process. For the first time, Lance is now truly operating under one plan.



With more than 1,250 customers worldwide, Logility is a leading provider of collaborative, best-of-breed supply chain solutions that help small, medium, large and Fortune 1000 companies realize substantial bottom-line results in record time. Logility Voyager Solutions is a complete supply chain management solution featuring performance monitoring capabilities in a single Internet-based framework and provides supply chain visibility; demand, inventory and replenishment planning; sales and operations planning (S&OP); inventory and supply optimization; manufacturing planning and scheduling; transportation planning and management; and warehouse management.

For more information:
www.logility.com

