

SUCCESS STORY



Conditorei
Coppenrath & Wiese

Demand Planning

Traditional Bakery and Confectionery Meets Cutting Edge Demand Planning

Cakes, pies, pastries and desserts have a long tradition. The demand for ready-to-eat confectionery products is constantly growing. Consequently, a market-oriented sales planning strategy is tremendously important in the supply chain management of Coppenrath & Wiese. The company decided to use INFORM's software add*ONE in order to deal with seasonal market fluctuations and changing consumer choices. Thanks to intelligent algorithms, Coppenrath & Wiese have a multidimensional sales and demand planning method at their command today.

The success story of the Conditorei Coppenrath & Wiese KG started at the beginning of the 1970s. The two cousins Aloys Coppenrath and Josef Wiese, born in a traditional confectioners' family, had the revolutionary idea to sell deep-frozen cakes and gateaux throughout Germany via retail trade. Modern shock-freezing procedures, which are a very gentle way of food preservation, turned their vision into reality in a short amount of time. Production started with 35 employees in 1975 in an old dairy plant in Westerkappeln, Germany. Since that day, the product diversity has constantly expanded, and today's product portfolio includes around 70 items, such as cakes, tarts, cream cakes and rolls, strudel, tray bake, confectionery, as well as bread rolls and baguettes. In 2003, production was relocated from Westerkappeln to Mettingen. Today, more than 2,000 people are employed in Mettingen and at the logistics center in Osnabrück, Germany. While the food production is carried out exclusively in Germany, the company runs a number of sales locations in England, the Netherlands, Austria, and the U.S.



Challenges

The planning at Coppenrath & Wiese got increasingly complicated due to seasonal fluctuations, shortages in production, and varying products for the German as well as the international food markets, along with an insufficient controlling of international sales.

New requirements for sales planning due to international distribution

Their brand slogan "Wo gibt's noch Qualität wie diese?" (Where else can you still find quality like this?) already implies the company's ambitious intentions to combine classic baking tradition with the highest quality standards made in Germany. In order to guarantee those high standards on an international scale, a robust and flexible sales planning as well as clearly structured logistics processes are necessary. "It is important for us to develop into an agile and procedural company, so that the supply chain department becomes a hub in our company", as Tobias Heinemann, head of supply chain management at Coppenrath & Wiese explains.

No more Excel

In the past, sales were planned with strongly limited tools such as Microsoft Excel. The sales department required a far more precise and multidimensional sales planning process. Especially England with its very complex and fast-paced food market, which is one of the company's top export destinations, poses major challenges for agility and reliable, seamless supply. "In the past, our plans used to be imprecise and not transparent enough. An extrapolation that we executed some time ago showed us that there is a call for action in that area", Heinemann reports. "The greatest challenge for us was to change from monthly to weekly planning. This way, processes such as the sales promotion control can be managed significantly better", as Heinemann explains further. Copenrath & Wiese decided to use an intelligent software for reliable and market-oriented demand planning in order to be able to recognize today what the markets and consumers will demand tomorrow.

A detailed selection process and partnership at eye level

The food producer expected the new software solution to significantly reduce planning efforts, provide clear visualization and enable detailed planning on a weekly basis. Based on a previously prepared requirements catalogue, and after an intensive research phase, two providers were invited to Osnabrück to present their solutions. Due to their expertise, INFORM presented themselves as the best option very early in the process, which ultimately led to them being favored over the competitor. The support by INFORM's employees and the performance of the add*ONE Demand Planner also impressed the managers of the Supply Chain, Sales and Controlling divisions. "The whole package of INFORM's software convinced us, especially its level of detail and comfortable handling. add*ONE gave us the impression of being the most advanced and the most comprehensive solution. This tool meets the requirements we set for ourselves", as Heinemann explains the company's decision.

The good cooperation between Copenrath & Wiese and INFORM continued during the implementation phase. At the beginning of 2015, the installation of the new software started, and in late summer, the first live tests had already been executed. Trainings were held by means of the typical key user principle: first, a few selected employees from the Sales Planning department were trained intensively and as a second step, employees from the Sales department were included. During the entire implementation, employees from Copenrath & Wiese felt perfectly assisted: "The colleagues from INFORM have intensively supported us and the project at all times. They did not only accompany us while introducing the new software, but also helped us continuously adapt the whole process", says Heinemann describing the collaboration with the software developer.

Multidimensional demand planning on a weekly basis

At the end of 2015, the add*ONE Demand Planner was smoothly integrated into the follow-up processes, so that INFORM's software is now supporting sales planning at the logistics location of Osnabrück, as well as at the company's site in



Tobias Heinemann, head of supply chain management at Copenrath & Wiese

Results

- Multidimensional demand planning on a weekly basis
- Improved visualization and data transparency
- The software offers significant effort reduction and extensive support for the employees

Leeds, England. A few months after the final acceptance, significant improvements in demand planning already became obvious. INFORM's intelligent algorithms form the basis for using agile methods at Coppenrath & Wiese. The company is now able to react quickly, flexibly and at all times to new demands of the dynamic food market: fluctuations, especially during holidays, and seasonal peaks can be recognized early and shortages can be avoided. "The precise planning on a weekly basis helps us tremendously. We used to see everything on a monthly basis. This can lead to gaps in supply.



Now we are able to track the exact schedules of promotions, which makes our lives a lot easier", as Heinemann points out. The newly reached level of detail has proven to bring great advantages: "With the added-value information, we are now able to recognize effects on our stock planning process and our procurement, so that we can use INFORM's software as an integrated part of our overall planning process", as Heinemann summarizes the accomplished goals.

"We are very satisfied with the current solution. We will go on optimizing our logistics with INFORM, in order to continuously improve the entire planning process", Heinemann concludes.

Interested? Do not hesitate to contact us:

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