



## i2 Helps to Create a Superior Global S&OM Process at a Major Automotive Company

With a more than 100-year history, this company is one of the largest global automotive companies. It has manufacturing, engineering, marketing and sales operations distributed across the world. The company has achieved a true “make anywhere-source anywhere-sell anywhere” model.

### The Challenge

The automotive company wanted to establish a synchronized sales and operations management process. This would enable it to balance global demand with global supply, properly allocate supply based on margin, and make adjustments based on changing business conditions. The automotive company had global operations, but sales and operations planning was performed by each region independently at a frequency mismatched with the market dynamics.

Data consolidation across various regions and countries of the world was a monumental challenge. Each region defined product, geography and other data elements differently. Furthermore, system and data sophistication varied widely from spreadsheet-based systems to standard ERP systems. The effort required to obtain accurate information did not leave time for analysis and effective decision-making.

### The Solution

i2 helped this automotive company define a global process for demand and supply balancing and put in place a managed shared service model enabled by i2 Sales and Operations Management (S&OM). This solution enabled the company to perform the information consolidation necessary for an effective global S&OM process. What once took weeks to execute is now being done in a matter of days, allowing planners and stakeholders to focus on value-generating decisions. This foundational capability has enabled the company to further advance its S&OM efforts by implementing scenario analysis and demand-shaping capabilities.



***i2 Sales and Operations Management provides a scalable process and technology foundation for complete information visibility, process repeatability, “what-if” analytics, and rapid decision making.***

One of the key stakeholders summed up the benefits by saying, "For the first time in our history, our executives are able to make real-time decisions, based on real-time data."

### About i2 Sales and Operations Management

i2 Sales and Operations Management provides a scalable process and technology foundation for complete information visibility, process repeatability, "what-if" analytics, and rapid decision making.

Key capabilities enabled by i2 S&OM include:

- **Process Orchestration:** Set up a repeatable sales and operations management process that is executed based on alerts and exceptions
- **Rapid Impact Analysis:** Assess the impact of demand and supply decisions on revenue and margins and use pre-defined playbooks for exception resolutions
- **Corporate Accountability:** Use live dashboards with audit trail capability for tracking plan vs. actual performance on quantitative and qualitative corporate data
- **Dynamic Plan Consolidation:** Consolidate point-of-sale, inventory, forecast, supply, product mix and financial data across regions and product lines
- **Corporate Adoption:** Employ easy-to-use interface, enabling low cost of ownership by leveraging current desktop office productivity tools and solutions

Measurable benefits of i2 S&OM typically include shorter cash-to-cash cycle, lower working capital requirements, reduced expediting and logistics costs, better forecast accuracy and more profitable production scheduling. From a qualitative standpoint, the benefits of implementing i2 S&OM include increased supply chain visibility, improved customer service, and a better balance among demand, capacity, and profitability across the enterprise. These factors add up to significant improvements in overall business performance.

For more information on i2 Sales & Operations Management, please visit [www.i2.com](http://www.i2.com) or call 469.357.1000.



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