



## Gaining Global Visibility at Bali Company

With its implementation of i2 solutions, Bali Company replaced an in-house supply chain package developed around its legacy system and, as a result, decreased its inventories and added global visibility into its value chain.

Bali operates a complex supply chain with constraints at every step in its make-to-stock manufacturing process. The fabric for Bali's intimate apparel is cut into sheets at one production center, then molded into various cup sizes in another. That material is then sent to one of 10 off-shore sewing centers, and finally returned to a central distribution center where product is sorted according to more than 6,000 SKUs.

Bali had been trying to plan its value chain processes using an in-house package developed around its legacy system. While that package was performing adequately, it could not provide Bali with the edge it needed to thrive in this fiercely competitive market.

To successfully compete in the future, Bali executives realized they needed to optimize their business processes and add velocity to their enterprise—ultimately giving the company greater control over planning and execution.

### Why i2?

After sending requests for proposals to solution providers, Bali soon found that only i2 could provide the intimate apparel manufacturer with the functionality it required.

"We asked potential vendors to come back with a working system off of a small set of data, and i2 was the only one that could do that," said Stewart Blanton, Bali's Project Leader of Planning Systems. "i2 also provided us with the functionality we were looking for."

i2 solutions enable consumer goods companies to simultaneously optimize and monitor inventory; reduce costs and risks through integrated sourcing, negotiation, and



## BALI™

### Challenges

- Enable greater control of planning and execution by optimizing business processes and adding velocity to the enterprise
- Acquire global visibility to recognize and solve problems in the value chain
- Implement a weekly planning cycle that can be revised to account for unexpected customer changes

### Solutions

- Enable weekly planning with multiple replans
- Supply detailed planning data at all levels
- Add velocity to the enterprise

### Results

- Added visibility to the enterprise
- Decreased inventories
- Reduce planning lead times

### Company Description

**Bali Company**, a division of Sara Lee Corporation headquartered in Winston-Salem, N.C., is a major producer of women's intimate apparel such as Bali's Hanes Her Way,™ Just My Size,® the Wonderbra,® and the Bali brands.

procurement; and improve customer service levels and reduce fulfillment costs through multi-division and multi-channel order management. Additionally, consumer goods companies use i2 solutions to minimize transportation costs and increase service levels through integrated transportation procurement, planning, execution, and monitoring.

### **i2's Contribution**

After a nearly effortless six-month implementation, Bali began using i2 Supply Chain Planner,<sup>™</sup> part of i2 Supply Chain Management<sup>™</sup> (SCM).

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***—Stewart Blanton  
Project Leader of Planning Systems  
Bali Company  
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“We went live pretty easily,” Blanton said. “It was almost a non event.”

Using Supply Chain Planner, Bali can more accurately plan its weekly cycle. The company first generates a plan over the weekend, then replans several times during the week to account for unexpected customer changes. Bali’s planners were pleasantly surprised by the amount of data Supply Chain Planner gathers.

“Supply Chain Planner supplies us with an awful lot of detailed information, and we’ve done a lot of things that let us look at it at different levels—much more detailed than anything we’ve had before,” Blanton said.

### **Bali's Results**

While the implementation of Supply Chain Planner has resulted in many improvements at Bali, the most notable is in gaining global visibility. That newfound visibility enables the manufacturer to immediately recognize problems in the supply chain and make the necessary adjustments.

“With visibility throughout the supply chain, we can control things,” Blanton said. “We can speed up the process. We will probably begin looking at reducing our buffer inventories between operations.”

In addition to reducing inventories, i2 solutions will likely reduce planning lead times at Bali.

“Supply Chain Planner is bringing us the ability to redo our plan almost daily if we need to. It gives us great visibility into everything up and down the supply chain, and it gives us a lot better control of inventory levels and manufacturing operations,” Blanton said. “We just have better control across the board.”



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