



# Global Dairy Manufacturer Improves Cheese Product Availability with AI Planning

Having recently completed a major global ERP upgrade and harmonization project, the manufacturer identified transforming their supply chain planning process would ensure long term profitability. But their current ERP and planning solution couldn't meet their needs and a change was needed. The COO of the organization was clear that the business wanted to equip planners with solutions that could reduce the manual planning effort while increasing the speed and accuracy of much needed answers. Based on Demand Chain AI's experience in Food & Bev, and ability to deliver a fully constrained plan across a 13 week horizon, the customer chose **Puls8 Replan** for a four week pilot at their primary UK production facility.

## CUSTOMER OVERVIEW

The business head identified a number of key supply chain planning and scheduling challenges that a solution needed to solve.

- **Increase Plan Visibility:** Extend the production plan from 2 weeks to 14 weeks horizon. This drives better labor and procurement decisions and identifies challenges much sooner, improving supply chain resilience.
- **Eliminate Manual Planning:** The current plan is manually built, and continually rebuilt daily. This process is overly manual, impacts customer responsiveness and ignores the impacts on the medium term.
- **Improve Inventory Management:** With an ever present obsolescence risk and a 30% forecast bias, tight inventory control is required to reduce waste.
- **Optimize Product Routings:** With a high SKU mix across multiple production lines that run at different rates, finding the best operational combination was impossible to achieve manually.

## PROCESS AND OPERATIONAL CHALLENGES

- **Capacity Constraints:** Available production capacity on site was above 90% utilization, so there was little flex in the plan. Planners were continually tweaking the plan to respond to short term changes (e.g. raw material delays) to keep production moving.
- **Food Safety:** Great emphasis is placed on food safety, requiring management and optimization of allergens, cross contamination and positive release procedures. It includes robust traceability, segregation, product control, provenance and animal welfare all the way from suppliers.
- **Focus on in-store Execution:** On shelf availability is key in such a competitive market. This means ensuring on-time, on-quality, in-quantity delivery as promised without going out of stock at an SKU level for more than 3 consecutive days.

## AT A GLANCE

 **12%**

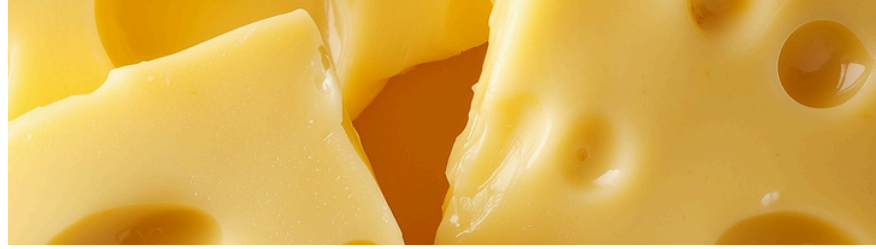
Increase in Product Availability

 **19%**

Reduction in Excess Stock

 **17%**

Reduction in Changeovers



## SOLUTION

The customer used their existing planning data to develop an accurate digital twin of their production process. For the pilot, this spanned 5 of their most complex and constrained production lines. **Puls8 Replan** comfortably handled the planning situations faced on each production line, which included:

1. Complex changeovers to segregate certain SKUs and manage allergens
2. Positive release requirements
3. Inventory policies
4. Shelf life
5. SKU prioritisation

## PROCESS

### Day 1:

Customer built their first plan by the end of Day 1

### Week 1:

Customer had updated data assumptions and was comparing plans to their current manual process

### Week 2:

Planners were using **Puls8 Replan** to model new scenarios, such as adding a new line, to understand capacity impact

### Week 4:

Customer was confident in the positive improvement **Puls8 Replan** showed against their manual plans

## RESULTS

The customer identified the following commercial benefits from the pilot:

- **12% increase** in product availability (Service) by producing safety stock that faced a higher degree of sales volatility
- **19% reduction** in excess stock by better managing short shelf life
- **17% reduction** in changeovers in a 12 week horizon



## PROCESS AND OPERATIONAL BENEFITS

- Daily planning reduced from **4 hours** to **30 minutes**
- Extended planning horizon to **12 weeks** with required detail
- **Strong user interface** created the ability to manage by exception
- Extensive ability to balance **multiple** planning objectives and run scenarios

**Demand Chain AI** brings deep expertise in Consumer Packaged Goods, particularly Food & Beverage, with over 1,500 years of combined experience. We deliver practical solutions in supply chain planning and forecasting.

**Puls8 Intelligent Planning Solutions** provide end-to-end, data-driven technology, enabling seamless operations, precision forecasting, and smarter decision-making.

By combining industry expertise with innovative solutions, we help businesses drive efficiency, improve agility, and achieve sustainable growth in a dynamic marketplace.

Learn more at [www.demandchainai.com](http://www.demandchainai.com)