

Cooking Up Margin Gains: Puls8 Replan's Recipe for Profitability



INTRODUCTION

This customer is the largest B2B supplier of pre-cooked meats, plant-based proteins, and sausage ingredient solutions outside the U.S. Operating from advanced facilities in Ireland, Germany, and the U.K., they supply major food brands in over 55,000 retail and foodservice locations across more than 50 countries worldwide.

However, their recent ERP deployment fell short, failing to provide the planning insights needed to manage their complex, multi-site operations. With growing demand and global reach, they urgently needed a smarter, more agile solution.

This article explores those challenges — and how Puls8 Replan's innovative approach is helping them move beyond ERP limitations to drive better planning and performance.

AT A GLANCE:

CHALLENGES

- Complex operations
- Volatile demand
- Inefficient planning

BENEFITS

- Boosted efficiency
- Enhanced Decision-Making
- Faster planning

CHALLENGES

Brand-first mindset: The customer's top priority is protecting and elevating their clients' brands. That means strict food safety standards, reliable supply, and compliance with requirements like allergen control, Halal certification, traceability, and animal welfare — across RTE, chilled, cupboard, and IQF formats.

Complex, tech-driven production: To meet these standards, they've invested in advanced cooking technologies — from roasting and fermenting to freezing and packaging. But this creates a highly complex production network with multiple routings, making it hard to plan manually or assess the impact of changes in real time.

Focus on efficiency: With significant CapEx investments, maximizing productivity and minimizing waste are critical. Planned downtime and time lost to changeovers were immediate areas needing improvement.

Volatile demand: While some demand is forecastable, a large share comes from unpredictable, last-minute orders — with weekly swings of up to 40%. This volatility hurts delivery performance and drives inefficiency, pushing the need for more agile planning.

Manual planning limitations: Planners relied on Excel and ERP tools, often taking days to build a single plan. With little time for scenario analysis, they were stuck firefighting instead of proactively optimizing operations.



PULS8 REPLAN'S SOLUTION

The customer knew it was time to bring intelligence and agility into their planning process. After evaluating several solution vendors — including major end-to-end platforms — they chose Puls8 Replan for its proven success in the food and beverage sector and its ability to drive results quickly. Puls8 Replan is purpose-built for the complexity of F&B manufacturing. It accurately models real-world factors like equipment constraints, multi-stage production flows, allergen and segregation requirements, changeovers, positive release protocols, inventory rules, and demand fulfillment policies.

With powerful algorithms, Puls8 Replan helps optimize plans around key business goals — whether that's meeting demand, minimizing inventory, or maximizing capacity. It enables rapid scenario modeling across the full planning horizon, unlocking deeper insights and better decisions.

The solution connects directly to the existing ERP and feeds seamlessly into the S&OP process, adding speed, visibility, and control without disrupting core systems.

PROCESS

Puls8 Replan deployed the solution for 2 complex and critical lines, and demonstrated results within 8 weeks. Executed using Puls8 Replan's standard deployment methodology and requiring only 1 FTE day per week from the customer, the process included such key tasks as:

- Review of current planning and scheduling processes
- Line selection and walk through
- Data healthcheck and gap resolution
- Align on core KPIs and target improvement metrics
- User training and execution
- Continuous support from Puls8 Replan experts for plan analysis and solution tuning
- Rollout plan (ie. detailed line analysis, change management map, user engagement plan)

Week 1-2



Process Review & Line Walkthrough

- Planning process review
- Critical line selection

Week 3-4



Data Health check

- Identify gaps
- Validate planning inputs

Week 5



Align on KPIs

- Set target metrics
- Define improvement goals

Week 6



User Training & Execution

- Training sessions
- Go-live on 2 lines

Week 7-8



Ongoing Expert Support

- Scenario tuning
- Plan analysis & feedback



RESULTS

In under 8 weeks and with Puls8 Replan deployed on just two critical production lines, the customer proved they could boost resilience and responsiveness to meet their customers' brand expectations. Key outcomes included:

6%
INCREASE IN
PRODUCTION VOLUMES

47%
REDUCTION IN
CHANGE OVER TIME

27%
REDUCTION IN
INVENTORY LEVELS

- Production planning time reduced from 3 days to just 30 minutes
- Strategic CapEx planning time cut from weeks to days
- Improved planner confidence and morale with more time to focus on strategic tasks
- Cleaner, more accurate data feeding back into the ERP system
- Several process improvement opportunities have been identified and are already being implemented

With Puls8 Replan, the customer is now on track for a potential €1M+ increase in contribution margin within 12 months, and they are just getting started.

CONCLUSION

Puls8 Replan helped the customer overcome ERP limitations by delivering a tailored planning solution for their complex food manufacturing operations. Within eight weeks, it enabled faster, more accurate planning, cut changeover times, optimized inventory, and boosted planner confidence. This transformation laid the foundation for greater agility and significant financial benefits, proving Puls8 Replan's power in driving supply chain excellence.

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.