

# Crunching the Numbers: Puls8 Replan Fuels Snackable Success



## INTRODUCTION

Company A (name changed for privacy) is a fast-growing challenger snack brand making waves across Europe. On a mission to ignite a healthy snacking revolution, the company is setting a new standard for how better-for-you and more sustainable snacking should be done.

With a strong focus on combating climate change, Company A is aiming for Carbon Net Zero by 2030, using 100% sustainably grown ingredients by that same year, and continuously improving its B-Corp score.

Behind these ambitious goals is a commitment to supply chain excellence—making it all possible by enabling the brand to deliver on its promises, meet sustainability targets, and exceed stakeholder expectations.

### AT A GLANCE: CHALLENGES

- Complex multi-step production
- Inefficient manual planning
- Balancing multiple priorities

### BENEFITS

- Faster scenario evaluation
- Reduced labor costs
- Improved product availability

## CHALLENGES

**Achieving supply chain planning excellence at Company A requires navigating several key challenges:**

- **Production Synchronization:** With a wide product assortment and complex multi-step processing, each line runs at different speeds with varying yields and changeover times—making manual planning nearly impossible. Planners struggle to assess the full cost and service impact of changes.
- **Brand and Execution Focus:** Food safety (e.g., allergen control, contamination prevention) and in-store product availability are non-negotiable. Reliable, on-time delivery is essential to uphold the brand promise.
- **Labor Efficiency:** Poor production synchronization leads to staffing inefficiencies. To avoid idle lines, planners tend to overstaff, which raises costs.
- **Inventory Accuracy:** Having the right products, in the right quantity, at the right time is vital for freshness, customer satisfaction, and profitability. Overproduction also contradicts the company's Carbon Net Zero goals—especially since packaging accounts for ~30% of its carbon footprint.
- **Fast Scenario Evaluation:** Planners must balance multiple objectives—synchronization, execution, labour, and inventory—yet are hindered by outdated Excel tools and an ineffective new planning solution, limiting agility and speed.



## PULS8 REPLAN'S SOLUTION

To tackle growing production complexity while improving service, labour efficiency, and inventory accuracy, Company A partnered with Majaco, a Food & Beverage operations consultancy, to find the right planning solution.

Majaco identified the need for a robust tool that could handle complex changeovers, support configurable planning goals, and enable rapid scenario analysis—leading them to evaluate Puls8 Replan.

Puls8 Replan models the real-world intricacies of F&B manufacturing, including equipment capacities, multi-step processes, changeover constraints, allergen rules, and inventory policies. Its intelligent algorithms optimize for demand, capacity, and inventory, enabling planners to simulate and compare scenarios across short- and long-term horizons.

The solution connects directly to the company's ERP and feeds into the broader S&OP process.

## PROCESS

With Puls8 Replan's support, Majaco successfully deployed the solution across two Corn lines, two Flavoring lines, and four Packing lines—delivering measurable results in just 6 weeks.

Using Majaco's methodology and Demand Chain AI's expertise, the rollout included key steps such as:

- Reviewing current planning processes and inputs
- Establishing baseline utilization metrics for each line
- Setting and aligning line speeds to synchronize production flow
- Running and evaluating scenarios to balance inventory and availability risks
- Training end-users and decision-makers





## RESULTS

Through close collaboration, the Company A, Majoaco, and Demand Chain AI team showcased the strength of Puls8 Replan's intelligent algorithms and rapid, repeatable scenario planning—delivering measurable business impact:

- 5% increase in product availability
- 19% reduction in labour costs
- 57% fewer changeovers in the first 4 weeks
- Production mix better aligned to demand
- Planning time reduced from 2 days to 30 minutes
- Greater ability to balance multiple planning objectives and simulate scenarios

**Bottom line: a £2.6 million gross margin gain.**

## CONCLUSION

Through its partnership with Majaco and the implementation of Puls8 Replan, Company A has significantly strengthened its planning capabilities—turning complex production challenges into a competitive advantage. The result is a faster, more responsive supply chain that supports the company's ambitious sustainability and growth targets. With smarter scenario planning, reduced labor costs, fewer changeovers, and improved product availability, Company A is now better positioned to deliver on its brand promise, exceed stakeholder expectations, and continue leading the healthy snacking movement across Europe.

### KEY TAKEAWAYS

- ↑ **£2.6M** gross margin contribution
- ↓ **19%** decrease in labor cost
- ↓ **57%** decrease in changeover times

**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.