



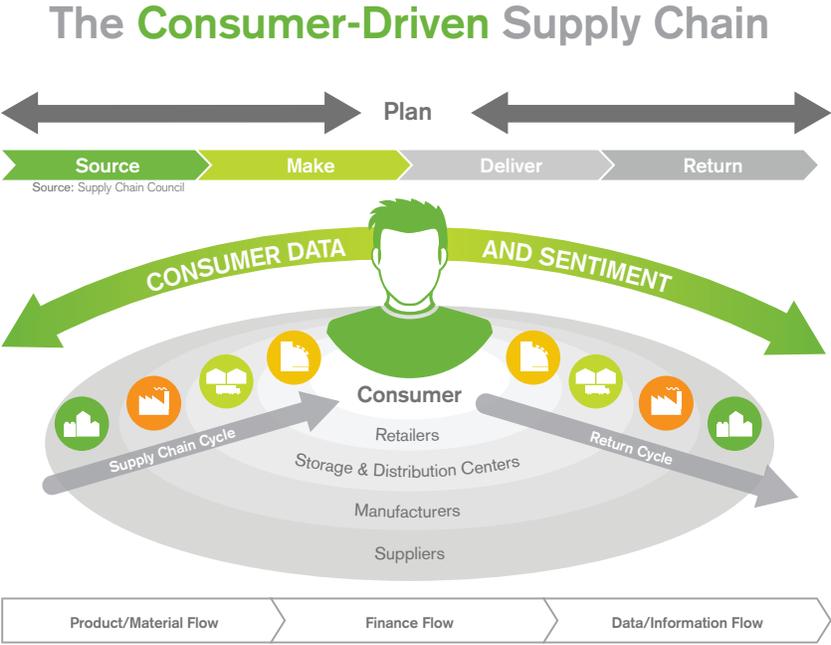
## Qlik® for supply chain

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Consumer products



# Qlik® for the consumer products supply chain



Collaboration, consumer-centricity, agility and efficiency are qualities needed to thrive in today's supply chain. The Qlik platform is used by some of the biggest consumer product companies, who understand that supply chain optimization is a key competitive advantage.

The supply chain has changed. Supplier success criteria is no longer solely focused on what happens at the production plant or the distribution center, but rather 'at the point of purchase.'

This shift reflects the changing role of the consumer; a consumer empowered by technology with more choice and information. As a result they have become less brand loyal, and expect customization at mass production prices. They have become the originators of the demand signal.

Consumer products companies have to ensure high levels of product availability while controlling inventory and waste, synchronizing demand and supply planning processes and managing global trade requirements around cross-border trading and compliance.

This consumer centric supply chain is extremely demanding for the consumer products company. It is a dynamic, ultra-competitive market, characterized by high innovation requirements with constant pressure on profitability.

# Factors affecting performance in the consumer products supply chain

Focusing on both the demand and supply side of the supply chain, consumer product companies need to “win at the shelf” whether physical or virtual, through partner and retailer collaboration across the supply chain.

Its key challenges are:

## Agility

Anticipating the impact on demand of volatility drivers; internal as well as unexpected external disruptions

## Product availability and delivery

Ensuring high levels of product availability while controlling inventory and waste

## Collaboration

Synchronizing demand and inventory planning with trading partners

## Compliance and sustainability

Meeting regulatory requirements around traceability, social responsibility and global trade requirements

## Logistics and distribution

Increasing efficiencies in a complex environment of escalating SKU numbers as well as often perishable, short-life products

## Inventory

Minimizing inventory requires real-time visibility across the supply chain network

## Cost effectiveness

Understanding cost drivers throughout the supply chain and monitoring cost performance at every step.



# Supply chain target opportunities

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Three core themes have emerged that best optimize the supply chain:

## Planning

Ensures that the company is working from a common plan aligned around satisfying customer demand. Potential issues are identified and addressed early in the process with adequate time to mitigate risk. The ability to reliably make smart trade-offs in supply & demand balancing determines who wins and who loses

- Qlik®'s ability to bring together multiple data sources simplifies the creation, review, and monitoring of plans. Associative Data Indexing identifies relationships using easy to understand visual cues

## Performance & efficiency

Supply Chain performance depends on the efficiency of the supply chain. The efficiency depends on the utilized inputs and the outcome. Analysing and predicting performance across source, make, deliver and return delivers enhanced business performance and customer satisfaction

- Smart search, smart visualizations, and user driven creation of analysis all aid in providing meaningful views into performance and providing the end-to-end visibility necessary to ensure continuity across the entire supply chain

## Risk & resilience

The ability of a supply chain to cope with change. Supply networks that align strategy and operations to adapt to risk that affects its capacity and ability to deliver. Typical areas include network optimization, supply chain integrity and continuity as well as supply chain sustainability

- The combination of guided analytics and self-service exploration provide the full capabilities to identify issues. User driven drag and drop creation allows anyone to build visualizations and dashboards. Data stories are rich with analytics and visual commentary with in-context linking to live analytics for follow up questions



Qlik maximizes  
collaboration, visibility  
and efficiency

# Qlik® supply chain data discovery themes

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## **Executive insights**

- Deliver analysis and balanced scorecards giving real-time visibility of end-to-end supply chain performance tied to enterprise strategy

## **Supply chain strategy**

- Ensure supply chain network has right number and profile of facilities to operate efficiently
- Enable modelling and analysis of alternative strategy options – ‘what-if’ analysis

## **Forecasting and planning**

- Incorporate demand signals into forecasts to ensure product availability and reduce cost of goods carried
- Drive collaborative processes and manage short-term demand volatility

## **Sourcing and supplier performance**

- Optimize procurement efficiency to deliver multiple cost savings
- Accurately evaluate vendor performance against terms, targets and SLAs

## **Production**

- Identify process and/or product quality issues
- Increase plant efficiency, lower inventory/waste
- Monitor adherence to production plans and regulatory compliance standards

## **Warehousing and distribution**

- Optimize space utilization within facilities
- Increase productivity associated with accurate receiving, picking and shipping, labor utilization, cost/quality and throughput velocity

## **Transportation and logistics**

- Evaluate and manage transportation profiles, outsourced partnerships and delivery types to reduce total delivered costs across network
- Measure conformance to lead times and quality to ensure support for service and inventory levels

## **Returns and repairs**

- Analyze warranty and returns trends to improve overall product quality
- Understand trends and anticipate risks to minimize financial exposure

# Qlik® for supply chain – solution areas

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## Returns and Repairs

- Service Management
- Service Parts
- Warranty Management
- Quality Analysis
- Reverse Logistics Analysis
- Repair, Replacement, End-of-Life Disposition

## Executive Insights

- Executive Dashboard
- Balanced Scorecards
- Performance Analysis
- Safety and Regulatory Compliance

## Transportation and Logistics

- Inbound and Outbound Transport
- Air, Cargo, Rail, Mode Analysis
- Third Party Logistics, Carrier and Delivery Analysis
- Global Transport / Cross Border
- Variable Cost and Lead Time Analysis
- Shipping and Receiving Analysis and Alerts

## Supply Chain Strategy

- Supply Chain and Network Design
- Predictive / 'What-If' Analysis
- Multi-Division and Multi-Tiered Analysis
- Outsourcing and Partnership Analysis
- Supply Chain Sustainability

## Warehousing and Distribution

- Warehouse / Distribution Center Operations
- Picking Accuracy and Fill Rates
- Throughput Analysis and Tracking
- Order Management and Fulfillment
- Wholesale Distributor Analysis

## Forecasting and Planning

- Demand Planning
- Financial Planning
- Sales and Operations Planning (S&OP)
- Collaborative Planning, Forecasting and Replenishment (CPFR)
- Category / SKU Rationalization

## Production

- Production Planning and Scheduling
- Production Efficiency
- Inventory Management
- Quality Control Analysis
- Maintenance Repair and Overhaul
- Event Management

## Sourcing and Supplier Performance

- Strategic Sourcing
- Contract Compliance and Management
- Procurement Analysis
- Buyer / Supplier Productivity

# Key product features

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Qlik® is a data discovery platform that unlocks the power of information for sales targeting and enablement.

## Associative experience

Allows business users to explore by making selections and getting instant feedback on what data is associated and what is unrelated

## Global search

Offers business users key word search across all your data with the simplicity of popular search engines and the ability to share what you find

## Comparative analysis

Extends the QlikView associative experience to enable interactive comparison of user-defined groupings

## QlikView on mobile

Enables mobile business users to benefit from Business Discovery on tablets or smartphones

## Data visualization

Presents data in charts, graphs, and geographic maps, allowing business users to visually assess performance

## 'What-if' analysis

Empowers business users to test scenarios and assess the impacts of possible outcomes

## Transaction level detail

Permits virtually unlimited slicing and dicing, enabling business users to uncover specific drivers for trends and risks

## Rapid data integration

Creates a single view of information from multiple sources, with or without a data warehouse in place

Qlik is proud to provide solutions across multiple functional areas for companies such as:

**Greencore**

**Lifetime Brands**

**BBS Foods**

**British Sugar**

**Rexam**

**Fila**

**Pernod Ricard**

**Illes**

**Pergo**



## Insight everywhere

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Qlik has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.



**For contact details please visit:**

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