

**PLAN4DEMAND**

**SUCCESS!**



## **VMI Success Story in the Beer Distribution Industry**

### **Company Background:**

- Crown Imports LLC, is an imported beer joint venture between Constellation Brands (the largest wine company in the world) and Grupo Modelo of Mexico.
- Represents 6 of the top 20 imported beers in the U.S.
- \$2.4 Billion in Sales.

### **Business Challenge:**

- Create a VMI-like portion to their distributor portal.
- Provide visibility to current and future inventory levels.
- Provide “suggested order quantities” each week for the wholesalers.
- Allow wholesalers to adjust those orders if needed.
- Measure the difference between the wholesaler inventory and the “suggested order” driven by inventory levels.

### **Plan4Demand’s Role:**

- P4D team worked closely with both JDA and Crown project teams to implement the JDA fulfillment and collaborate modules to support the VMI process.
- Lead the solution design of the processes and the software solution.
- Added functionality in second phase to create customized application that allowed for Crown to level load their Modelo Brewery Partners production by smoothing inventory adjustments.

### **Quantifiable Benefits:**

- Greater than a 30% impact on inventory levels driving a significant profitability impact.
- Tighter communication with distributor and manufacturing partners having a huge impact on financials.
- Eliminated many of the whip-tail affects by automating load building and customer forecast collaboration adjustments.

**Gaining visibility to current and future inventory helps distributor maximize profits.**

**Plan4Demand experts lead the design and roll-out driving to huge financial gains.**

**SS077:**

Beer Distribution