

# Key Client Engagements – Setting up the CPFR Process

## ■ Case Study 1

### The Client

A US based wireless, broadband and value added services provider in 60 major US metro areas with revenues of USD 1.5 Billion

### Business Challenges

- The company had strategic plans to grow from 3MM subscribers to 9MM in 3 years. Their current supply chain was not geared to plan for this kind of an expansion
- User needs of defining the overall business process generated the path to select implementation of Demand Planning and Promotion Optimization tools

### Key Engagement Information

- Complete level 5 business process definition to enable the S&OP and Consensus forecasting
- Conducted workshop to understand the pain areas and configured Oracle Demantra, ASCP and Collaborative planning to conduct a proof of concept
- Developed an interim forecasting solution
- Developed functional design for integrating the demand planning solution to ERP and other Legacy systems

# The CPFR Process established

