

CASE STUDY



NOW FOODS

CLIENT COMMENTS

Optimum was engaged to lead our Oracle Demantra implementation.

Their consultants did an excellent job working with our users and with the technology team.

The project was completed on time with outstanding user acceptance.

— Randy Kjell,
Director of IT

ORACLE SOLUTION

Demantra 7.2.0

Oracle 10g Database

Oracle Order Management and MRP application integrations

THE CHALLENGE

NOW Foods needed a rapid 10 week Demantra implementation and full Oracle Order Management and MRP application integration to replace their manual, linearly extrapolated forecasting process. To improve forecasting and planning accuracy while taking seasonality and other causal factors into consideration when forecasting, NOW Foods needed a full integration of 7.2.0.1 functionality with their Order Management system, special procedures to account for product returns when adjusting forecast split to the lowest item and location level, and accurate forecasting of demand growth patterns required testing of different history horizons.

THE SOLUTION

Optimum assisted NOW Foods with the implementation of the Demantra Demand Management module and integrations with Oracle Order Management and MRP applications. Optimum was able to quickly develop a demand management solution utilizing Demantra 7.2.0.1 on an Oracle 10g database environment. Optimum's unique solution allowed for forecast fine-tuning to accommodate growth and seasonality and a fully

integrated solution with Oracle MRP to import product demand history into Demantra from Oracle EBS and export forecast detail out of Demantra and into Oracle MRP.

STRATEGIC OBJECTIVES

“Optimum consultants did an excellent job working with our users and with the technology team,” notes Randy Kjell. “The project was completed on time with outstanding user acceptance.”

By leveraging a fully-integrated Demantra solution, NOW Foods is strategically positioned to:

- Improve forecasting and planning accuracy
- Forecast new items and/or customers that have no sales history
- Accurately forecast items that exhibit demand growth and seasonal demand variations

ABOUT NOW FOODS

Founded in 1948, NOW Foods is an award-winning and highly respected manufacturer of vitamins, minerals, dietary supplements natural foods and health related products. NOW Foods is an industry leader committed to exceptional product quality.