

CANDYKING IMPROVING GLOBAL FORECASTS WITH OPTILON AND SO99+

To meet the competitive climate and increase the efficiency Candyking has chosen to strengthen its forecasting process.

Solution

Candyking's new demand planning solution is based on SO99+ from ToolsGroup. It comprises calculation of forecasts for the entire assortments in all countries where Candyking sells candy. Candyking will also use the functionality Collaboration Hub to collect market intelligence and simplify demand management for the persons working with the market forecasts.

About Candyking

Candyking is a market leading provider of pick & mix candy and natural snacks offering the consumer to put together their own bag to need, taste and occasion. The assortment is of the highest quality and contains specially selected favorites from the best suppliers. The company is a pioneer and market leader in Norway, Finland, Sweden, Denmark, the UK & Ireland and is represented in more than 9 500 stores and cinemas. During 2011 Candyking has also strengthened its position in Europe by entering markets in Central Europe. The company currently has 800 employees and sales of € 170 million.

About Optilon

Optilon creates business advantage through solutions based on leading supply chain applications. Optilon takes a holistic approach to planning and optimization for companies within both manufacturing and trade, implementing market leading solutions and processes. Optilon uses its expertise to choose among the leading and most innovative applications on the market. Demand Planning and Inventory Optimization is an important focus area where Optilon has chosen to work with ToolsGroup.

About ToolsGroup and SO99+

ToolsGroup is the company for demand-driven supply chain planning. Its software SO99+ analyzes demand history to obtain the best possible forecasts. ToolsGroup's solutions span key supply chain planning areas such as Demand Planning, S&OP, Demand Sensing, Promotion Forecasting and Inventory Optimization. Its "Powerfully Simple" philosophy means that its software supports highly intelligent decision-making, and yet at the same time is easy to use.

A FEW WORDS WITH SANDRA NYSTRÖM, DEMAND PLANNING MANAGER, CANDYKING:

WHY DID YOU CHOOSE OPTILON AND SO99+?

SO99+ proved to be a robust, comprehensive and scalable product that covered what we needed without modification. SO99+ handles both statistical forecasting and demand collaboration, both features are important to us. Promotion forecasting and ability to handle seasonality changes are other features that we value.

Optilon showed great knowledge within planning and inventory and they quickly understood our challenges. We also feel that their company size and their approach worked well with our way of working. All Optilon employees that we've met have been very competent and that brings confidence.

WHAT RESULT ARE YOU HOPING FOR?

We both hope and believe that we will be able to produce even better forecasts through better calculation and from keeping all data in one system. That will give us more details, better quality and more time for analysis due to simplified processes which will lead to improved efficiency.