

LANTMÄNNEN SELECTS OPTILON FOR SERVICE OPTIMIZATION

Optilon and Lantmännen have signed a strategic deal for service optimization. The deal includes licenses as well as implementation projects for forecasting and inventory optimization.

About the solution

The Unibake division in Denmark will be Lantmännen's first implementation of SO99AX (Service Optimizer for Dynamics AX from ToolsGroup), which includes world-leading technology from Optilon's partner ToolsGroup. The implementation benefits from standard integration solution developed for Microsoft Dynamics AX business systems.

SO99AX has a unique approach to modeling demand. The application uses models to generate automatic forecasts that can later be completed with market effects such as promotions, product phase in or phase out. Mathematical optimization then generates safety stock levels for each combination of inventories in a way that attains the company's strategic service level goals with as minimal an inventory investment as possible. The primary goal for the project is to rationalize the forecasting process, increase forecast accuracy, and reach high and consistent service levels with the least amount of tied-up working capital as possible.

About Lantmännen Unibake

Lantmännen is one of the Nordic area's largest Groups within food, energy, machinery and agriculture. The Group, owned by 36,000 Swedish farmers, operates in 18 countries, has over 10 000 employees and a turnover of 36 billion SEK.

Lantmännen operates on an international market, where Sweden constitutes the foundation for the group's activities. We conduct business operations in a total of 18 countries, and are a market leader in several business areas. Examples of Lantmännen brands include AXA, Kungsörnen, Start, Hattings, Regal and Kronfågel.

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. Tools-Group'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.