



Supply chain orchestration

at the speed
and scale
of retail

KINAXIS®

There's a common saying that "retail is all about detail."

Those details are dependent on lightning-fast action, across a vast network of locations. After all, unlike many other industries, retail operates in real-time. Whether traditional retail, like grocery, or quick service restaurants (QSR), retailers need to get consumers what they want, when, where and how they want it, within minutes – if not seconds.



Managing a complex supply chain in an ever-more complex world

Consumers can be notoriously fickle, dependent largely on changing shopper behaviors, trends and preferences. In the past, trends shifted a little slower but social media and the rise of responsive apps have created an ongoing wave of real-time feedback. And news of a shortage of your menu item that just went viral will travel faster than the time it takes to wrap just one of those freshly-prepared burgers in its environmentally-friendly wrapper.

What other hurdles get in the way of achieving supply chain optimization and agility?



Information silos.

When communication isn't flowing between teams, suppliers and partners, it impedes retailers' ability to understand the impact of a problem and determine the best course of action. But when this data lives in multiple spreadsheets or multiple legacy systems, retailers struggle to understand the available options within their supply network.



Slow response times.

Disruptions and new opportunities can occur at any time. Whether it's a replenishment delay due to poor weather or an unexpected spike in demand thanks to a flashy new promotion, timing is everything. There's no room for a delay; you need instantaneous visibility into what's going on at any point in your supply chain.



Volatile consumer demand.

Even with the plethora of data available, the next trends or popularity of a new item are often unknown until they occur, making it a struggle to accurately predict demand. Leveraging AI for forecasting seems to be a no-brainer these days, but it can be difficult to determine how to best leverage AI capabilities for your business.

How Kinaxis enables a resilient retail supply chain

It's clear that outdated inefficient processes, siloed planning and outdated forecast methodologies can hold back even the most innovative retailer or quick service restaurant. Fortunately, the old days of disconnected supply chain planning can be overcome by adapting to a supply chain orchestration approach.

Respond to disruptions and opportunities in real-time.

You need to not only see issues right away but understand the business impact so you can act just as quickly. With Kinaxis' patented concurrency technique, get instant transparency into how changes in your demand or supply plans directly affect your replenishment strategies across every distribution center and every store location.

For example, if a shipment is delayed, understand the implications across your entire network, so you can right-size inventory levels and balance key metrics such as cost, stockouts, overstock, and waste.



Kinaxis scenario planning uses a digital twin allowing you to create a copy of your environment with all your data, so you can make changes to specific parameters and then get the impact to metrics almost instantaneously.

Instead of having your planners spend hours and even days trying to understand disruptions – for example, the impact of a two-day safety stock issue at the restaurant level – you can instantly see how that impacts volume for suppliers and at the distribution centers.

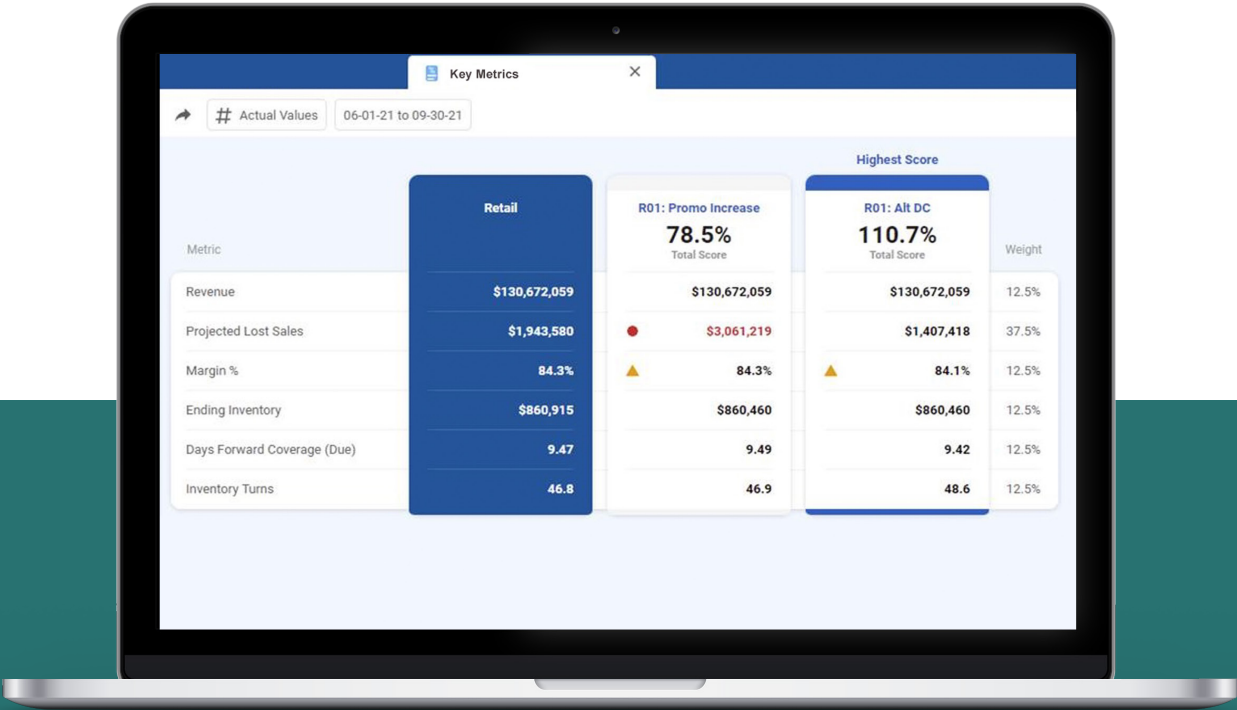
CHRIS LIPARI

Director of Innovation, HAVI Supply Chain

Plan and execute any scenario at retail scale.

Ever wish you had a dress rehearsal for those moments when you've got to make a big decision, fast? With Kinaxis, run "what-if" scenarios on the fly to make the best decision across not just one store, restaurant or distribution center, but across the scale of your supply network.

For example, assess the most cost-effective way to flow planned orders through the network by running scenarios (e.g., MOQs, safety stock strategy, lead time changes, and more) to determine the least expensive solution.



See each scenario side by side to make the best decision based on key metrics.



Keep pace with consumer demand.

Empower planners with highly accurate long-term and short-term AI forecasts so you can quickly predict changes in demand from both internal and external data signals. Interpret your promotion and baseline demand forecasts so you can detect outliers faster, and easily override and adjust forecasts for any exceptions.

Ingest any data signal and turn it into action, whether it's external data, including events such as severe weather, sporting events, festivals, public holidays, and airport delays, or internal data including promotions, price changes, and new product launches. Our platform is designed to access that data when you need it so you can develop and execute plans that best serve the customer.



Gain control of all the retail details with supply chain orchestration

The pace and scale of the challenges facing retailers every day isn't slowing down. It's imperative that your supply chain is set up for orchestration across your demand and replenishment functions, especially with the supply chain organization now such a significant driver of consumer satisfaction and loyalty.

Learn more about how Kinaxis can be implemented quickly to improve the resiliency of your supply chain with a [personalized demo](#).

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