



SUMMARY



Customer
Goodpack

Industry
Consumer Products

Challenge

- Improve resource allocation
- Sync inventory with new sales orders
- Augment KPIs with data-driven insights

Solution

- Demand Forecasting
- Order & Inventory Analytics
- Scenario Workbench

Results

- Centralized S&OP platform
- 5%-12% improvement in forecast accuracy
- 14%-17% decrease in transportation costs

Goodpack Transforms S&OP Process with Artificial Intelligence and Advanced Analytics

Summary

Keeping track of four million large metal shipping containers—getting them to and from rental customers around the world, ASAP—is no easy task. One leading provider significantly improved their global sales planning operations, and boosted profits, thanks to AI-powered demand forecasting solutions from antuit.ai.

About The Customer

Goodpack is a leading multi-national provider of intermediate bulk containers (IBCs), a network of large steel-framed units for shipping or storage of dry materials or liquids. Customers lease IBCs from Goodpack, who delivers and retrieves them from customers' locations as needed. The company's network of over four million IBC units spans 78 countries, 800 ports or depots, and over 8,000 customer sites.

Challenge

Managing this vast network of IBCs across the world requires a standardized yet agile sales & operations planning (S&OP) process. Goodpack identified several chronic bottlenecks affecting their global operations:

- Inaccurate over/under forecasting of customer demand and regional allocation of available IBC units.
- Inefficient global movement of containers/IBC between depots and other endpoints.
- No real-time synchronization between available inventory and incoming sales orders.
- Lack of contingency/what-if analysis of potential supply & demand issues.
- No centralized reporting linking KPIs with data-driven insights.
- Poor adherence to the global S&OP process by the sales and logistics teams.

The company's internal planning team envisioned an analytical decision support engine that could support enhanced a stronger S&OP strategy—asset allocation, delivery/retrieval logistics and streamlined operations which would optimize their overall revenue cycle. They turned to antuit.ai to help revitalize their S&OP platform.

Solution

Antuit.ai assembled a team from among its own business consultants, data scientists, operation research scientists, and technologists for a fresh perspective on Goodpack's S&OP. After lengthy in-depth analysis, technology, science and domain expertise were leveraged with industry best practices to systematically revamp the S&OP structure:

- Refined forecasting of supply & demand using proprietary machine learning techniques. Integrated an ensemble of 20 advanced models, including custom modeling to consider specific business complexities.
- An optimization mechanism to globally assign inventory to the right locations, to meet regional demand at the lowest cost without compromising service levels.
- An order allocation algorithm to align inventory to sales orders, guided by automated business rules to build efficient truckloads.
- An intuitive scenario workbench capable of running multiple scenarios in parallel.
- A custom visualization platform to deliver AI-driven reports, KPIs, and insights.
- A comprehensive training program for management and key stakeholders detailing the new S&OP process, techniques deployed, and optimization goals.

Results

Soon after its collaboration with antuit.ai, Goodpack achieved significant and sustained benefits:

- A robust data-driven monthly S&OP process.
- Improved forecast accuracy for key business verticals in the range of 5-12%.
- Estimated global transportation cost reductions of 14-17%.
- The antuit.ai data science team continues to improve forecast accuracy by refining the models, incorporating business nuances, outlier treatment, and other advanced input.



"We were impressed by Antuit's domain expertise and ability to demonstrate the positive impact of advanced analytics on our business. I'm confident that Antuit's platform will transform our supply chain planning into a data-driven, customer-centric strategic business enabler."

Kenneth Hee, CIO, Goodpack

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