SOLUTION REVIEW: LOGITECH

Major Consumer Electronics Company Reengineers Demand-Management Processes for Maximum Consistency and Efficiency

ABOUT LOGITECH

Since 1981, Logitech has designed personal peripherals to help people enjoy a better experience with the digital world. Logitech became the worldwide leader in computer mice, and has reinvented the mouse in dozens of ways to match the evolving needs of PC and laptop users. Logitech products are distributed in more than 100 countries worldwide through retail channels or via strategic partnerships with top-tier PC manufacturers. Logitech has sales offices in major cities in North America, Europe, and Asia Pacific.

THE CHALLENGE

Logitech undertook an initiative to reengineer their demand-management process at their locations in North America. They wanted to create consistent, point-of-sale (POS)-based, demand-management business processes (BPs) across all of their product lines in North America. Logitech also wanted to build sophisticated new-product-introduction (NPI) models and have the ability to denormalize the impact of promotion on POS. Their requirements included a system that would enhance staff productivity, particularly for the demand planner and account manager positions.

THE SOLUTION

Gaea reengineered the POS and shipment-based demand-management BPs for North America, and implemented those reengineered BPs using Oracle Demantra, Oracle Order Management, and Logitech's enterprise data warehouse. Gaea set up custom product and geographical hierarchies and configured the server-side and client-side time series in Demantra. Gaea built a new BP to normalize the effect of promotion on customer POS data in order to create baseline forecasts. Those baselines can subsequently have promotion and other management overrides added as overlays for additional visibility. Additional multi-level forecasting built by Gaea included both POS and shipment data. Gaea built embedded reports to manage channel inventory to further enhance productivity, and modeled complex multi-profile NPI models. The NPI models leveraged the chaining capability in order to introduce existing products into new markets and new products into existing markets.

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