

Increased revenue conversion through predictive supply chain readiness

Top 5 power management technology manufacturer

An industrial power management solutions provider was looking to maximize revenue conversion known as convertibility. Supply chain readiness was a limiting factor with frequent delays and backorders reducing quarterly revenue results.

WHY ENTERCOMS

- Speed to impact (observable results within first 60 days)
- Ability to transform the way the business is managed
- Leverage analytics to derive new policies, business rules and prioritization logic

PROBLEM

- Very high SKU volume with variable demand frequency
- Revenue and margin by SKU disconnected from demand predictability and fulfillment prioritization
- Inability to identify and effectively manage the key levers to improve convertibility
- Lack of synchronization between sales, production and internal / external suppliers

RESOLUTION



Connect

- Quantify forecast accuracy impact on convertibility and inventory risk
- Tracked incumbent stocking process vs. proposed vs. implemented



Reveal

- Characterize demand based on production and convertibility impact
- Reveal high value opportunities to increase convertibility through actionable alerts



Transform

- Recommend changes to the Make To Order / Make to Stock strategy
- Transform supply chain readiness methodology becoming proactive and predictive

IMPACT



Reduced missed revenue due to parts planning by 64%



\$30M in increased revenue coverage, while maintaining inventory turns



Increased revenue converted by 2.9% within first 90 days of engagement (avg. of 3.9% over three quarters)