



How Bell's Brewery Improved Supply Planning with Forecast Pro

Forecast Pro Webinar | July 16th, 2020

Blake Violette – Demand Planning and Forecasting Manager

Brendon Farrell, Kaleb Livingston – Demand Planning and Forecasting Analysts



550

employees

15.5 million

gallons produced annually

35 years

in business

Inspired Brewing®



WHO WE ARE

100% family owned and independent brewery

Founded in 1985 by Larry Bell

7th largest craft brewery in the US



Forecasting Team

Sales & Marketing

↳ Business Insights

↳ Forecasting and Demand Planning

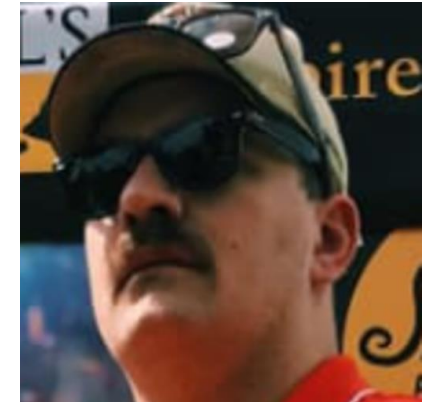
Blake Violette




Kaleb Livingston



Brendon Farrell



	Manager – Forecasting, S&OP	Analyst – Forecasting	Analyst – Forecasting
Years in Beer	7	9	3
Total Experience	11	9	8
Masters	 Supply Chain	 MBA	 Applied Mathematics
Bachelors	 Statistics	 Business	 Mathematics



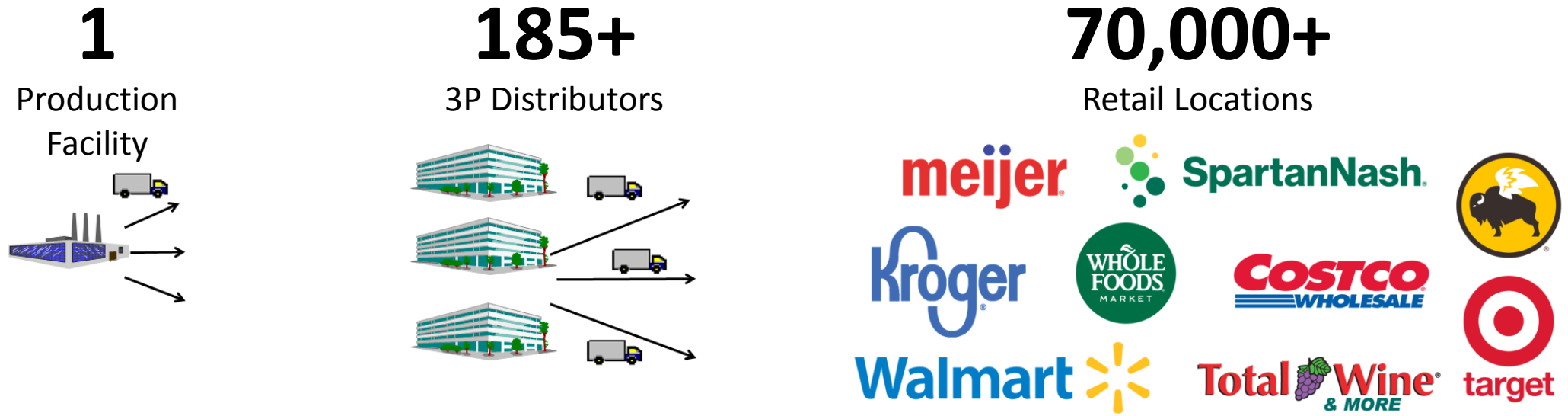
Products



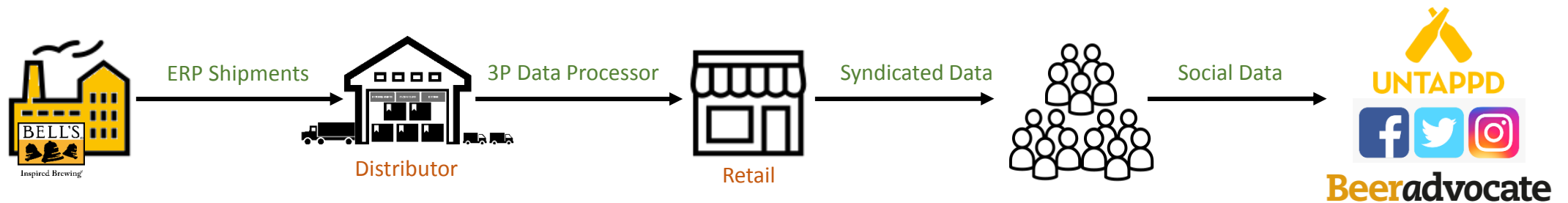


Our Downstream Supply Chain

Physical



Information





Forecasting Process

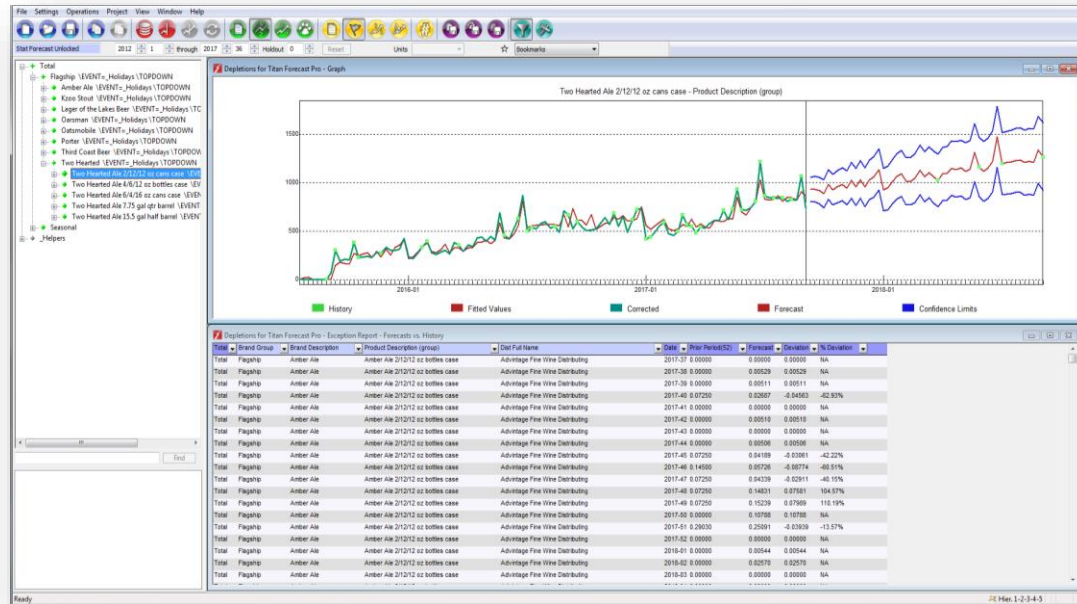
Statistical
Forecast

Baseline
Forecast

Sales Adjusted
Forecast

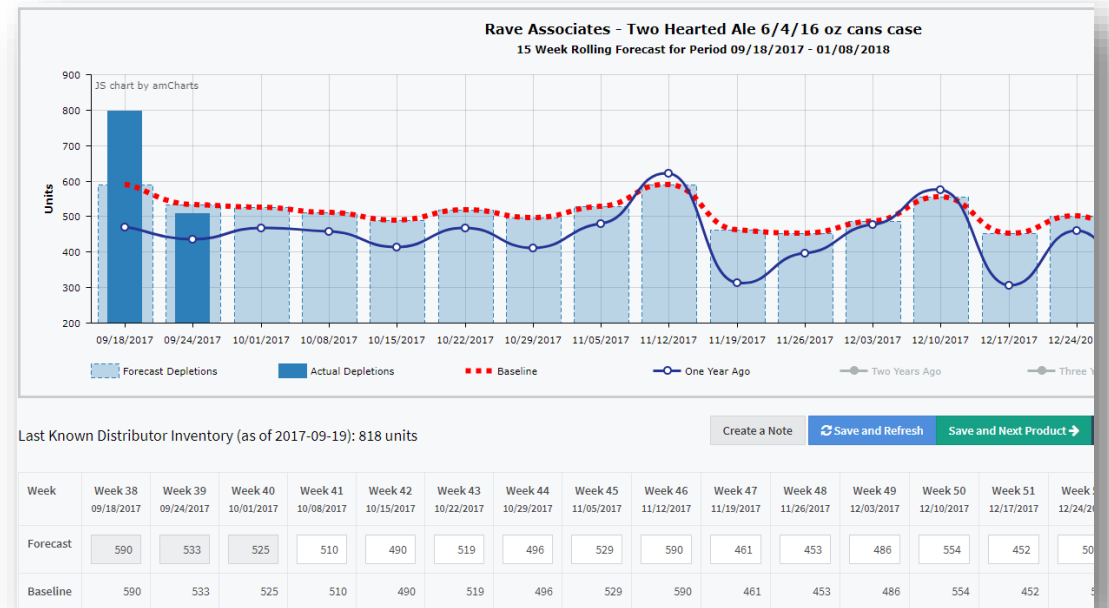
SQL and
ERP

→ Forecast Value Add Step
Are we improving?



forecast pro

TitanSalesDashboard

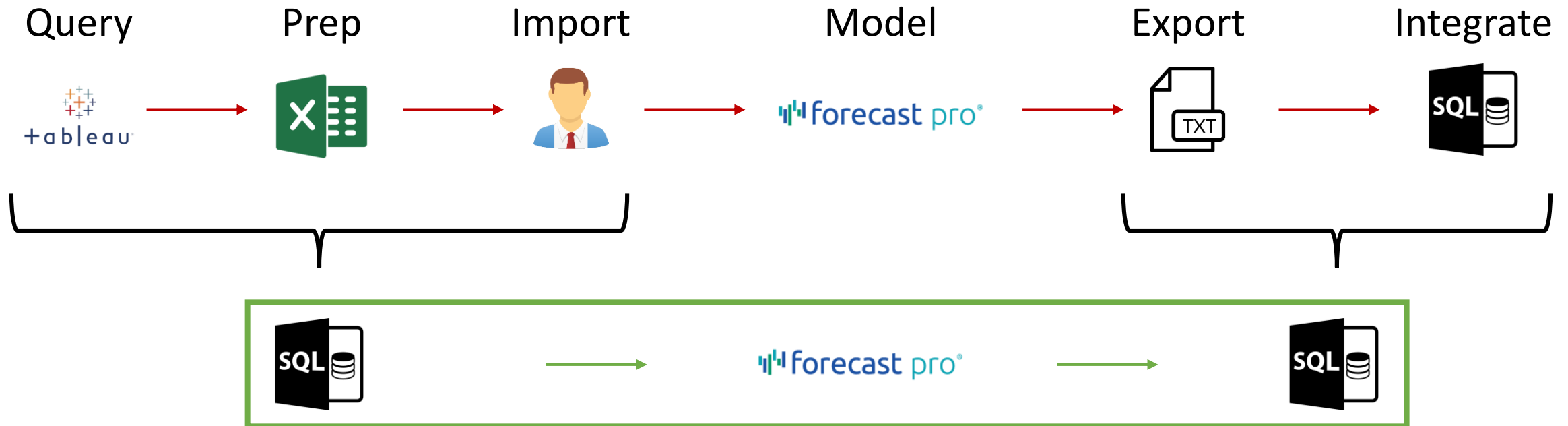
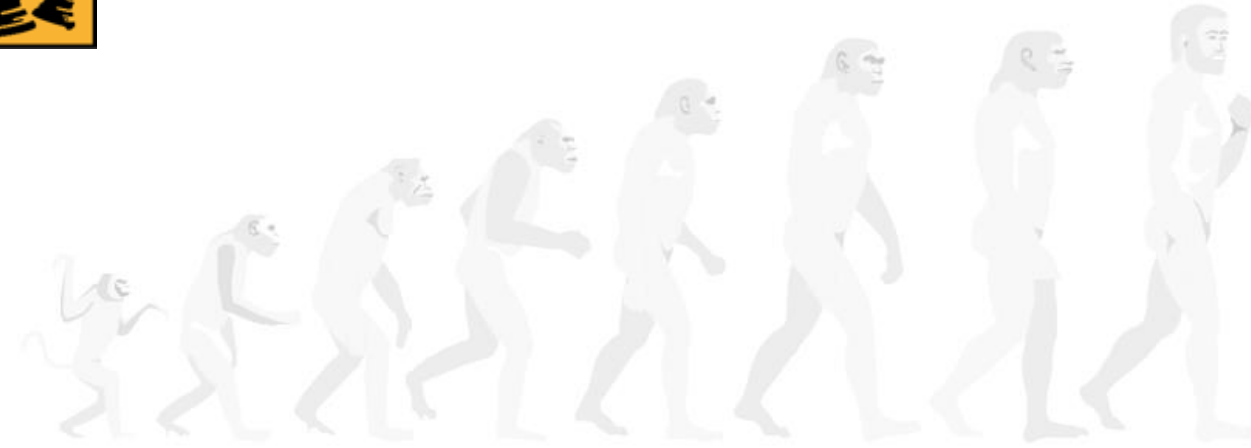


Inspired Brewing®



Data process evolution

- Manual process
- Automated process



How did we automate these data flows?



Data Automation ... Step 2, connecting in FPro

Data Manager

Historic Data

Add Remove [Field] Read & Forecast

Add
Excel
Mlt
ODBC
External Data

Remove [Field] Refresh ☒ on Read

Add Remove [Field] Refresh ☒ on Read

Explanatory Variables

Add Remove [Field] Refresh ☒ on Read

Filters

Add Remove [Field] Refresh ☒ on Read

Definitions

Add Remove [Field] Refresh ☒ on Read

Overrides

Add Remove [Field] Refresh

Helpers

Add Remove [Field] Refresh

Modifiers

Add Remove [Field] Refresh

Exit Refresh All Help

Select Data Source

File Data Source Machine Data Source

Data Source Name	Type	Description
Amazon Redshift ODBC DSN	System	Amazon Redshift ODBC DSN
BI DB Ship For	User	BI DB
BusInsights	System	Business Insights Database on BBD..
Excel Files	User	
Forecast Staging Database	System	Database used for forecasting proces
Forecast Team Connection	System	Connection to BusInsights Database
MS Access Database	User	

New...

A Machine Data Source is specific to this machine, and cannot be shared. "User" data sources are specific to a user on this machine. "System" data sources can be used by all users on this machine, or by a system-wide service.

OK Cancel Help

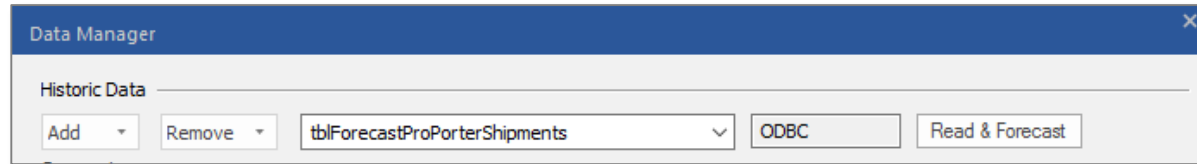




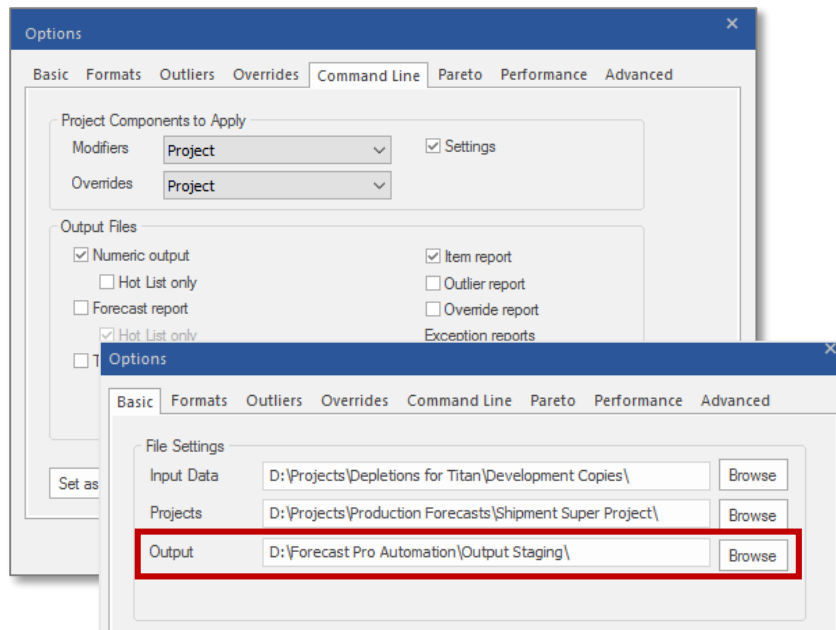
Data Automation ... Step 3, robots

forecast pro®

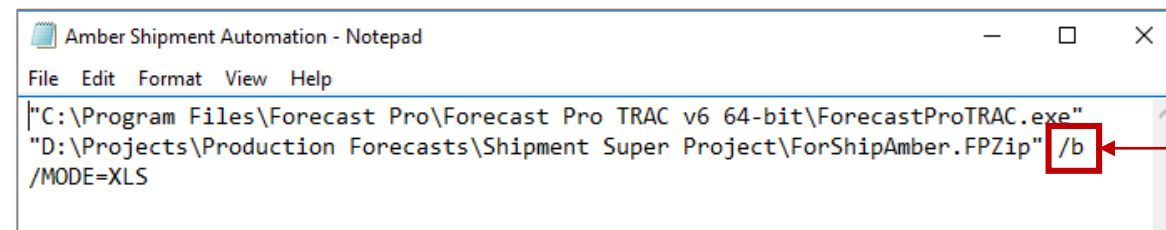
1.



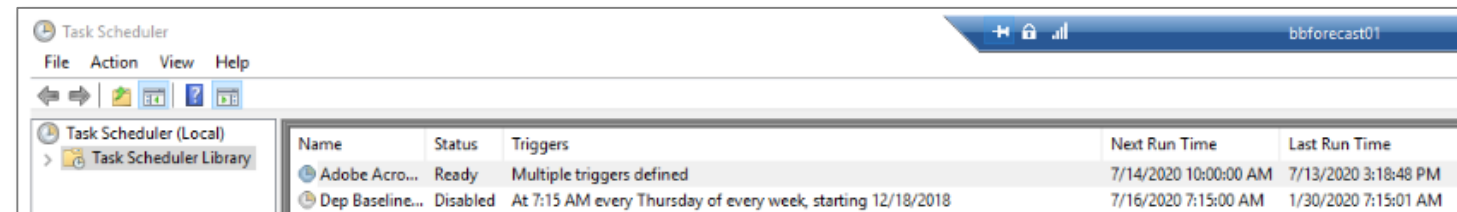
2.



3.



4.



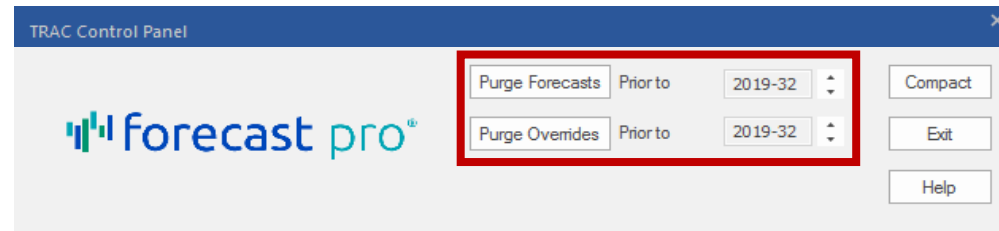
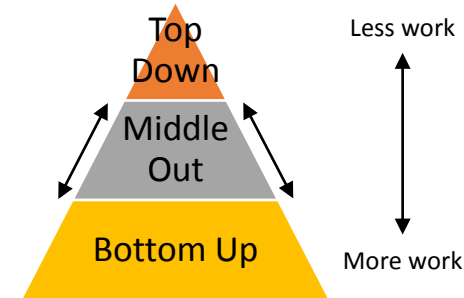
1. forecast pro® Data Manager
2. forecast pro® Command Line Options
3. Windows Batch Scripts
4. Windows Task Scheduler





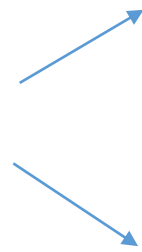
Data Automation ... Step 4, optimize

- Forecast where accuracy matters most with Middle-Out
- Clean up archives
- Divide and conquer



All Products

Break into
Separate
Projects



Group A



Group B



Group C



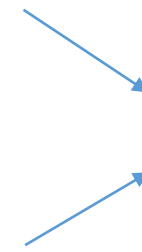
Group 1



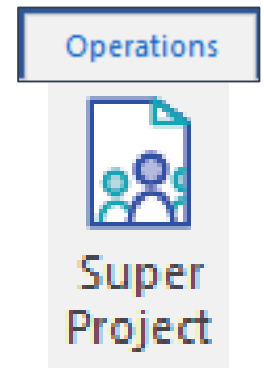
Group 2



Group 3



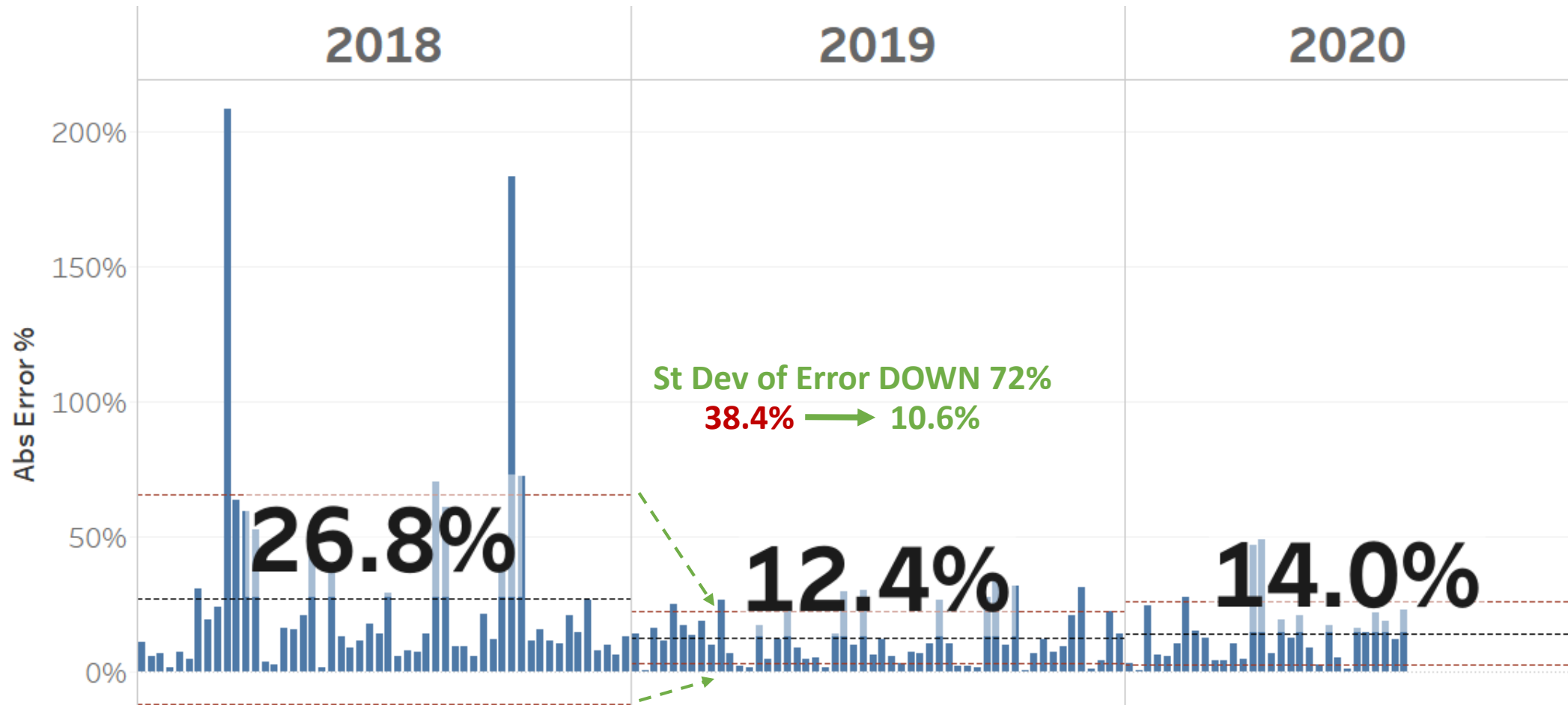
Regroup in
Database or
w/ Super Proj





Automation = More time to forecast

= MAPE Reduced by 54%





Gaining cross-functional consensus

- Prove accuracy (or better accuracy than before)
- Present the forecast to cross-functional stakeholders
- Identify drivers (promotions, new brands, new markets, etc.)
- Generate feedback to adjust/correct forecast
- Gain consensus
- Kick off S&OP process once you have cross-functional buy in



Demand Plan
Review

Brand Group
Multiple valu..

Brand Description
All

Size Group
All

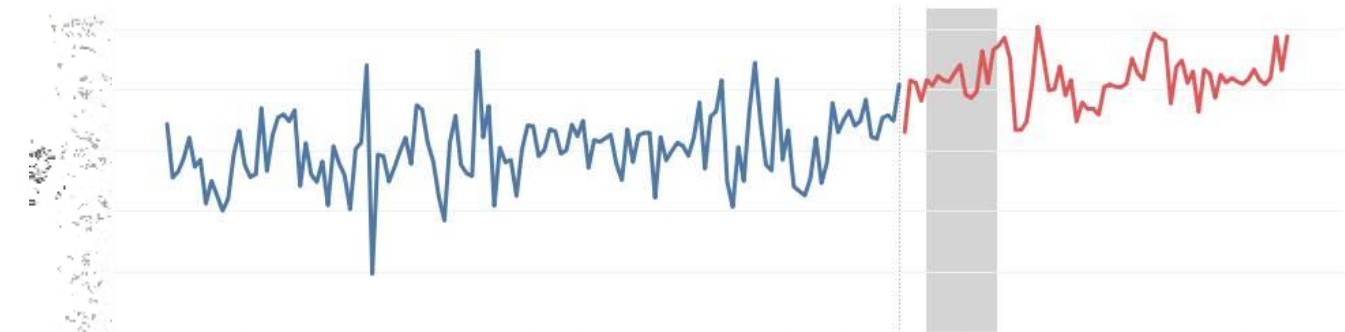
Size Description
All

TY Demand Plan

Weekly AVG Demand

Peak Demand

LY SHIP BBL Forecast

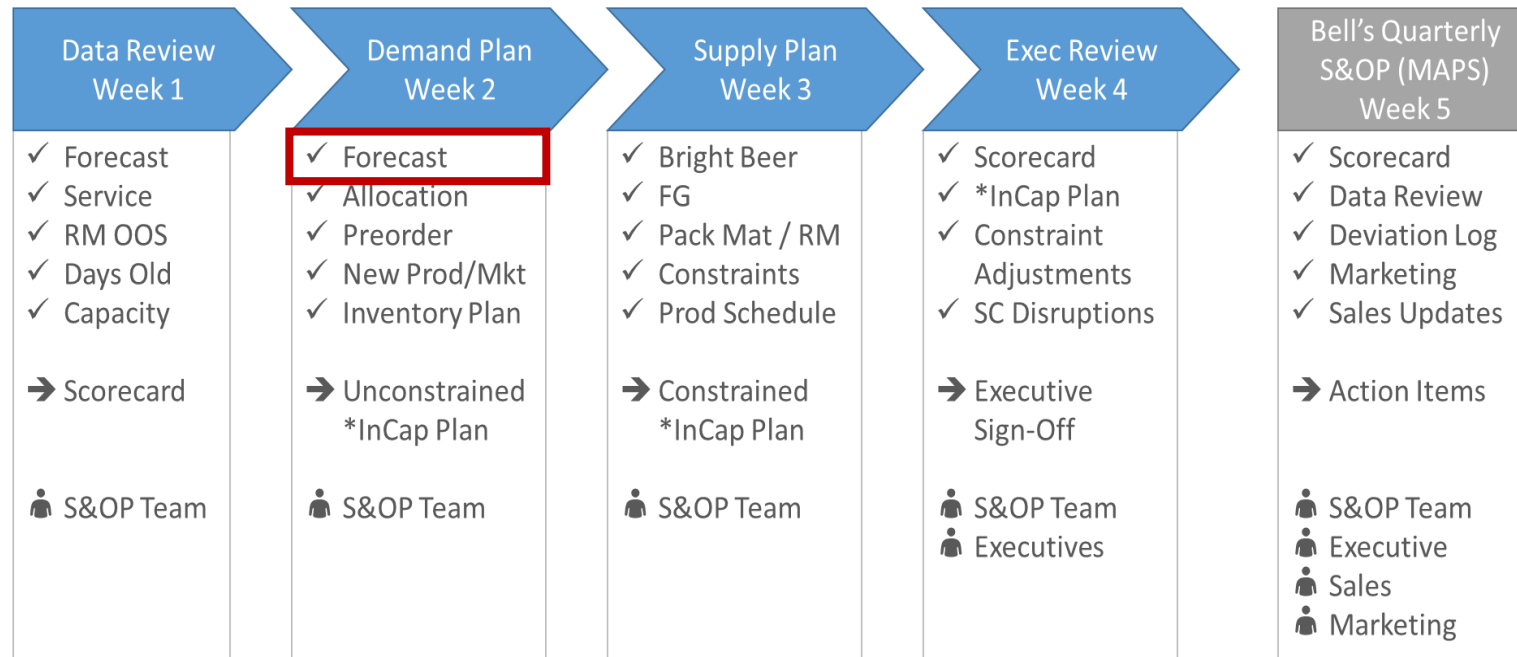




“The forecast is the heart of the supply chain.”
- Anonymous

S&OP Process

An accurate forecast means nothing unless utilized in inventory planning

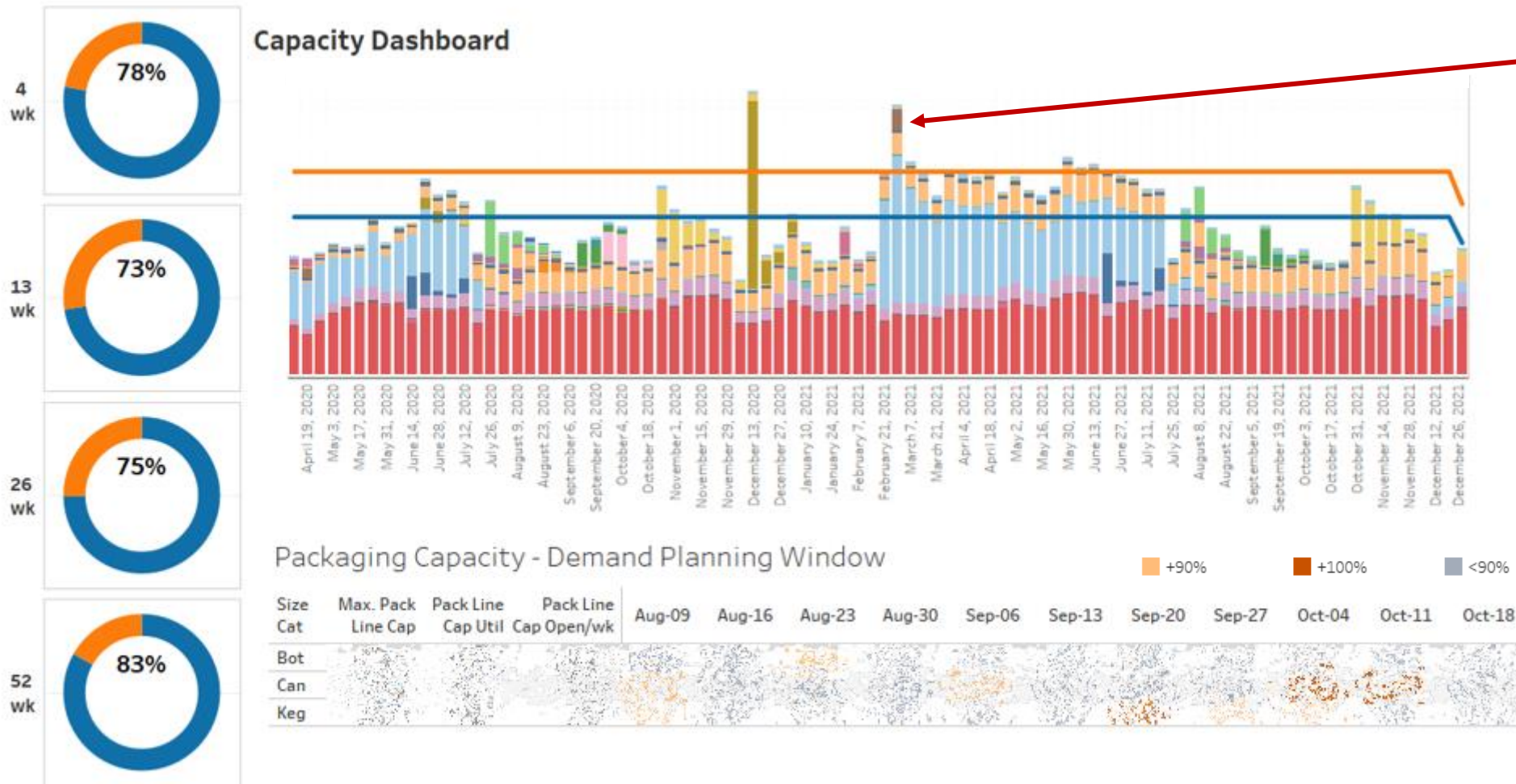


Improved Decision Making

- RM/WIP Safety stocks
- Capacity Planning
- OT/Temp Labor Planning
- Cap Ex Decisions
- Revenue Forecasting
- Demand Smoothing



Precise constraint identification

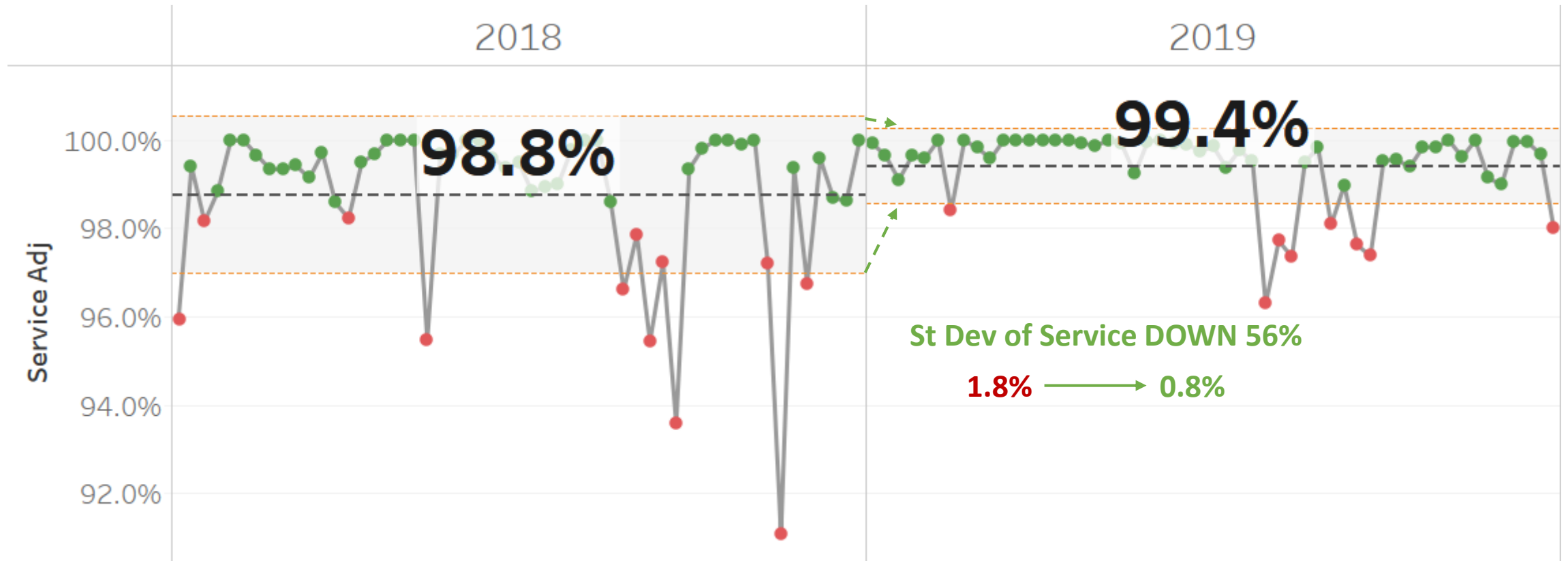


- Over capacity forecast
- Prebuild
 - Increase capacity
 - Demand Smoothing



Improved Forecast = Better Supply Planning

= Fulfillment +0.6 points





Wrapping up

- Automate what you can
- Free up time for analysts
- Build credibility with accurate forecasts
- Gain consensus buy-in of forecasts
- Cross-functional integration
- Improve supply planning!





On Demand Webinar(s) & Materials

- A recording of today's Webinar will be posted next week on **forecastpro.com** along with the slide set (in .pdf format)
- All previously presented Webinars are archived and available for viewing on-demand on **forecastpro.com**
- Attendees will receive an email notifying them when the recording and materials are available



Business Forecasting Online Workshops

Business Forecasting: Techniques, Best Practices and Application using Forecast Pro

July 21-23, 2020 and August 18-20, 2020

This comprehensive class surveys business forecasting methods

- explains how they work conceptually
- discusses their pros and cons
- demonstrates best practices for implementing these methods in a real-world environment

More info at: [**forecastpro.com/events/**](https://forecastpro.com/events/)



Forecast Pro User Conference 2021

Forecast Pro User Conference 2021

September 27-29, 2021 in Cambridge, MA USA

- Designed to help you get the most out of Forecast Pro and improve your forecasting.
- Is structured as an intimate event where you can make valuable connections with other Forecast Pro users (100 people max).
- Features tutorials , user case studies, product training, panels and networking events.

More info at: **forecastpro.com/events/user-conference**



Forecast Pro Software

To learn more about **Forecast Pro**:

- Request a live demo for your team (submit your request as a question right now)
- Download a trial version
- Visit **www.forecastpro.com**
- Call us at +1.617.484.5050



Q&A

