POLESTAR ANALYTICS

01

Re-Architecting Demand and Supply Planning on Anaplan to Enable Scalable Growth for a Leading Food Manufacturer

Client Overview

Our client is a **third-generation, family-owned food manufacturing organization** headquartered inthe **United States**, with operations spanning the **Continental U.S.** The company serves leadingretail and foodservice customers with a broad portfolio of deli salads, soups, sauces, and specialtyproteins.

As the business expanded its product lines and distribution footprint, planning complexity increasedsignificantly. To support its next phase of scalable growth, the organization partnered with **PolestarAnalytics** to modernize and optimize its demand and supply planning ecosystem on **Anaplan**.

The objective was not just system improvement — it was to build an agile, high-performanceplanning backbone capable of supporting multi-site operations, promotions, procurement, andinterdependent supply decisions in a unified environment.

Key Challenges

Rapid business growth exposed critical gaps in the existing demand and supply planning framework, impacting modelefficiency, planning accuracy, and operational alignment.

Demand Planning Model Complexity

1. Overly complex model architecture impacting performance
2. Large model size reducing scalability and flexibility
3. Heavy calculation logic slowing planning cycles

Manual Intervention in Promotion Planning

1. High dependency on manual demand overrides
2. Inconsistent promotional uplift application
3. Increased planner effort and limited traceability

NFG EOQ Rounding Gaps

1. No EOQ-based rounding for non-finishedgoods
2. Misaligned procurement and productionquantities
3. Inefficient inventory and batch planning

Fragmented Inter-site Planning

1. Site-level planning with no centralized visibility
2. POs, SOs, and inventory manage desparately per site
3. Limited cross-site coordination and network optimization

Solution Highlights

With a clear transformation roadmap, **Polestar Analytics** redesigned and enhanced the planning architecture in **Anaplan** to deliver a scalable, performance-driven supply chain solution.

Demand Planning Optimization

The demand planning model was strategically re-architected to eliminate structural inefficiencies, enhance performance, and build a scalable foundation for future growth.

- Redesigned dimensional structures to reduce sparsity
- Optimized calculation logic to improve processing speed
- Rationalized model size to free up tenant workspace
- Enabled scalable, high-performance demand planning

Promotion Planning Automation

A standardized, system-driven promotion framework was implemented to replace manual overrides and bring consistency to demand uplift planning.

- Embedded automated promotional uplift logic
- Reduced planner dependency on manual adjustments
- Improved forecast consistency across promotional cycles
- Strengthened transparency and auditability

NFG EOQ Rounding Enhancement

EOQ-based intelligence was integrated into supply calculations to align planning outputs with procurement and production realities.

- Automated EOQ-driven rounding for non-finished goods
- Aligned procurement quantities with economic order constraints
- Improved production batch efficiency
- Reduced inventory misalignment

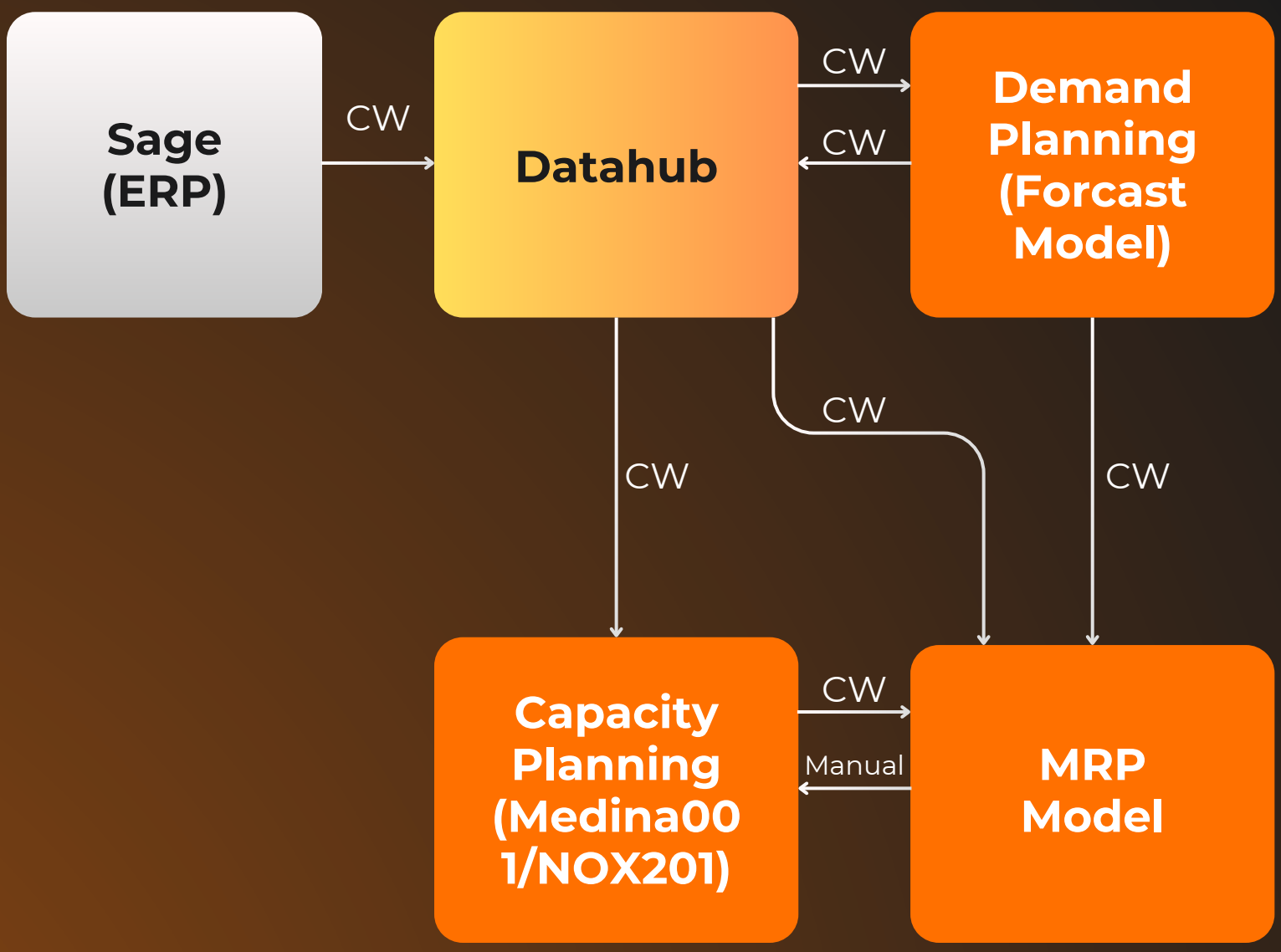
Centralized Inter-site Planning

A unified, cross-site planning architecture was developed to enable network-level visibility and integrated supply coordination.

- Established a single planning view across all sites
- Integrated PO, SO, and inventory management
- Enabled structured inter-site transfer planning
- Ensured seamless ERP synchronization

Our Framework Behind This Transformation

POLESTAR ANALYTICS × Anaplan



The Overall Business Impact

1

38 GB+ Tenant workspace saved

through demand planning model optimization

2

14% + Overall model calculation effort improved

for lines using >1% calculation effort

3

25% reduction

in manual promotion planning effort through automation

4

18% improvement

in procurement quantity alignment via EOQ-based rounding

5

100% centralized multi-site visibility

across demand, supply, and inventory