**Case Study**

Transforming
**inventory management** for

# A global Alcoholic Beverage leader through Anaplan

# Client Overview

The client is **a global alcoholic beverage company** operating as a centralized global enterprise through a GCC–led planning model supporting multiple regional markets. It manages a diverse portfolio of premium spirits and wines, distributed across **15 markets** and **20 warehouses**, with an inventory footprint of over **3,000 SKUs.**

As the business scaled, inventory complexity increased significantly driven by SKU proliferation, diverse market requirements, and longer global transit cycles. However, inventory planning processes were still heavily dependent on Excel-based models, limiting accuracy, scalability, and decision- making speed across regional teams.

To modernize its inventory management capabilities and strengthen its GCC-led planning model, the client partnered with Polestar Analytics to design and implement a robust, **enterprise-grade solution on Anaplan.** The objective was to enable centralized ownership of inventory planning, allocation logic, and scenario management within the GCC, while supporting execution across regional markets.

GLOBAL ALCOHOLIC BEVERAGE COMPANY

GCC LED PLANNING MODEL

# Key Bottlenecks

Growing demand volumes and supply chain complexity intensified structural limitations in the existing planning model, further amplified by decentralized, region-specific practices and limited central governance.

## Limited in-transit inventory

- No reliable arrival-date visibility for open and in-transit orders
- Reduced planning accuracy and delayed replenishment decisions across markets

## Inaccurate fill-up and replenishment logic

- Open orders excluded from inventory calculations
- Frequent overstocking and understocking
- Increased working capital pressure and service-level risk

## Rigid planning assumptions

- Static transit times, inventory targets, and demand drivers
- Limited ability to run enterprise-level what-if scenarios

## Fragmented data management

- Inventory data spread across markets, hierarchies, and planning levels
- High manual effort and reconciliation complexity
- Inconsistent planning outcomes across regions

## Complex shipping and load

- Optimization of containers and trucks constrained by capacity, weight, and operational rules
- Difficulty ensuring cost-effective, executable shipment plans at scale

## Market- and SKU-specific

- Varying regulatory and operational requirements
- Manual exception handling reduced scalability of centralized planning

# Solution Implemented

**Polestar Analytics** implemented a centralized demand allocation and inventory management solution on **Anaplan**. The solution standardized planning logic, enabled advanced scenario analysis, and delivered enterprise-wide visibility across inventory and logistics.

## Intelligent in transit visibility

Custom logic was developed to estimate arrival dates for open and in-transit orders using transit times and order-to- delivery lead times. This significantly improved fill-up accuracy particularly for bailment markets with longer replenishment cycles allowing the GCC to manage inventory positions proactively across regions.

## Holistic inventory calculations

Open orders were integrated with opening inventory, in-transit stock, and target DOI to create a unified and accurate fill- up model. This ensured optimal replenishment decisions while minimizing excess inventory through centrally governed logic applied consistently across markets.

## Real-time inventory visibility

Live reporting delivered up-to-date stock positions across all 20 warehouses. This enabled timely interventions to reduce excess stock, prevent stock-outs, and protect revenue across markets.

## Centralized Master Data Foundation

A standardized Master Data Management (MDM) layer correlated critical planning elements and reduced fragmentation, establishing a single source of truth managed by the GCC across markets and SKUs.

## Parameter-Driven Scenario Planning

Planners dynamically adjusted key parameters including transit times, target DOI, bailment sourcing, depletions phasing, planning offsets, and growth assumptions enabling rapid scenario analysis and proactive decision-making. Regional teams consumed approved plans for execution.
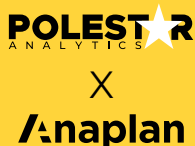
# Shipping & Logistics Optimization (Supporting Inventory Outcomes)

To ensure inventory plans were executable, a centrally governed shipping optimization capability was implemented using Anaplan Optimizer, supporting multiple markets from a single model. The optimizer applied linear programming to balance thousands of variables and constraints.
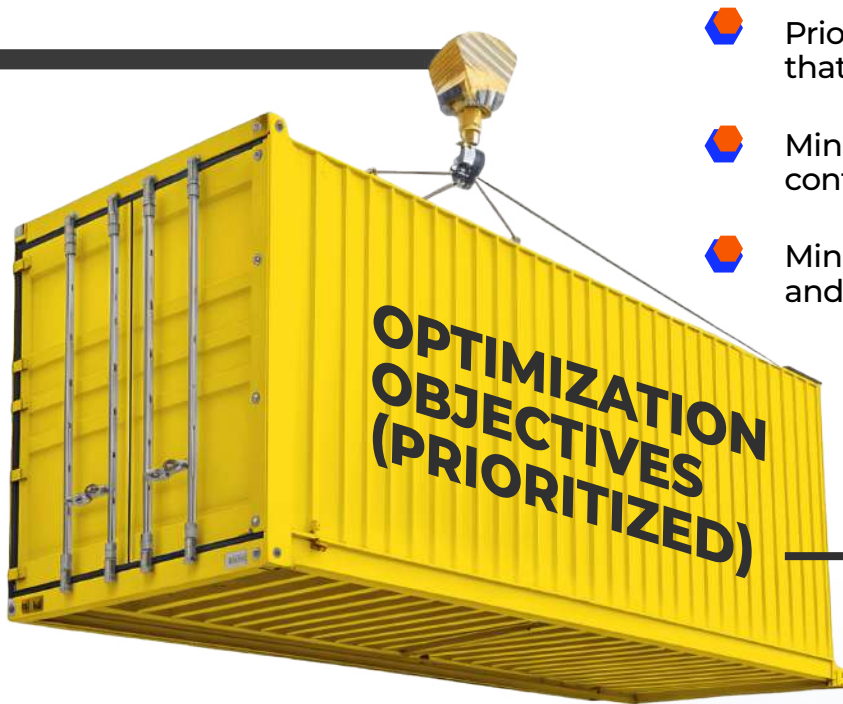
- Prioritize straight loads for markets that do not allow mixed loads
- Minimize leftover pallets/layers in containers or trucks
- Minimize the number of containers and trucks used

**OPTIMIZATION OBJECTIVES (PRIORITIZED)**

- Maximum and minimum pallet/layer capacity per container or truck
- Maximum weight limits, varying by container size and market
- Minimum Order Quantity (MOQ) exceptions for state- specific requirements, overriding standard recommendations where necessary

**CONSTRAINTS APPLIED**

# Business Impact



**75%** **reduction in inventory planning cycle time,** enabling faster and more responsive planning



**10%** **reduction in inventory costs,** driven by improved allocation and fill-up accuracy
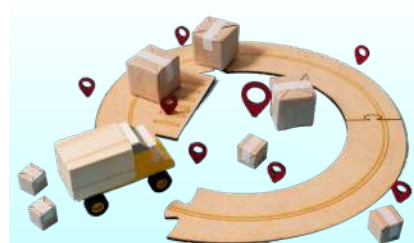
**17%** **reduction in logistics costs** via optimized load utilization





**2%** **improvement in service levels, supported by** better inventory availability across

Enhanced visibility and control across
**3,000 SKUs, 15 markets, and 20 warehouses**





Deployment completed in
**4 months, demonstrating rapid value realization**

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ANALYTICS

## About
# Polestar Analytics

Polestar Analytics is a leader in Data, Analytics, AI, and Enterprise Planning helping organizations to unlock intelligent outcomes through our proprietary products like 1Platform, accelerators, and services. Our expertise spans data engineering, data science, agentic and generative AI, and advanced planning for CPG/Retail, Pharmaceuticals, Manufacturing, IT/ITeS, and Financial Services.

**Reach out to us today!**