

CLIENT



INDUSTRY



Consumer Goods

SOLUTION

Demantra Demand Planning and Oracle E-Business Suite

ABOUT

Yankee Candle has become the #1 most-recognized name in the candle business and the country's best selling candle brand by sharing customers' "passion for fragrance". Today, with over 150 fragrances, 500+ retail stores, and an online marketplace, they offer the world's largest and most compelling selection of candle and home fragrance scents.

CHALLENGES

Yankee Candle's large distribution to over 21,000 retailers requires a highly efficient demand planning process. Prior to the Demantra implementation, Yankee Candle's wholesale team was using Excel spreadsheets as the main demand planning tool. As a result, system integration, data integrity and forecast accuracy were the main challenges. In addition to these, the demand planning activities were very isolated and not communicating with the organization's ERP backbone applications.

THE CSS APPROACH

CSS used their deep expertise in demand planning business processes, in combination with Oracle Demantra, to implement a holistic forecasting solution across the enterprise. CSS offered a system that eliminated multiple forecasting systems, increased demand visibility, and was scalable for future growth.

RESULTS

Demantra provided Yankee Candle with a best-in-class demand driven supply network that aligns the organization across departments and users. The integration to the ERP backbone improved enterprise-wide communication and efficiency as well. Demantra provides the foundation for a responsive sales and operation planning process that enables the current and emerging best practices in adaptive demand-driven planning.



The Demantra solution, integrated to our instance of Oracle E-Business Suite, provided us with a best-in-class planning solution that will vastly improve our process and allow us to focus on our passion for fragrance.

Name
Title



Demand planning is performed on a single enterprise instance to provide a single source of truth



Forecast analysis performed in a single view based on exceptions and/or KPI's



Ability to analyze and compare forecasts with current supply planning data



Advanced statistical engine for forecast generation