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Case Study



Anita Dr. Helbig GmbH

Tailor-made planning for special underwear and swimwear

- Challenge: fashion trends
- Challenge: scrap reducing
- Challenge: high variance

Anita Dr. Helbig as a warehouse manufacturer with seasonal and multi-variant products depends on a precise forecast of the sales potential and thus optimal planning of procurement and production. As in almost all areas of the fashion industry, it is a balancing act not to let stocks rise unnecessarily, but still to be able to deliver the articles increasingly ordered by the customer by immediate order. An additional problem is that the range of new designs and colors is constantly growing. Consequently, the number of items to be planned is constantly increasing.

Variety and fashion trends

For the corsetry specialist, the higher number of variants also increases the irregularity of the estimation of sales figures per planning item. In the past, sales figures were calculated as an average of past values.

In day-to-day business, article trends became visible to late, while at the same time the range of products changed to include more frequent product changes. This caused to increased stocks of non-rotating items and to a lower service level to deliver items that were in high demand. Not only did the quality of planning decrease, but also customer satisfaction.

Anita Dr. Helbig stands for special underwear and swimwear, ingenious fit, uncompromising comfort, and high quality - for over 130 years!

The company is represented worldwide with the two brands Anita since 1886 and ROSA FAIA. Under these two brands Anita develops, produces, and sells bras and swimwear for a wide variety of figure types - especially for large cups and for large under bust sizes!

- 83098 Brannenburg, Germany
- Fashion manufacturer
- www.anita.com

The “hamster wheel” should become a phased-out model

To improve the situation, **Anita Dr. Helbig** conducted a situation analysis with a management consultancy specializing in SCM. The possibilities of an adapted organizational form of planning were explored and possible solutions in the ERP software used were examined together. It soon became clear that the special requirements of sales planning could hardly be mapped. A simulation with real data provided the insight that an optimization of forecast and planning parameters is possible with an assistance system. It was decided to use a suitable software.

The catalog of criteria developed by **Anita Dr. Helbig** to evaluate a solution comprised seven relevant points, the interaction of which would dynamically improve planning and make the business process more transparent. Methods, algorithms, and logics were weighted for clarity, also user-friendliness, flexible ERP interfaces and support services:

- Simulation functionalities for the detailed evaluation of scenarios and effects of changes in processes or parameters on e.g. service level and average stock
- Extensive range of forecasting methods and parameters to automatically select the most suitable settings for each article
- Dimensioning of suitable safety stocks to cushion sales volatility and supply bottlenecks
- Possibility to automatically determine sales expectations without manual effort
- Planning on stock item, i.e. planning of articles by color, size and cup size
- flexible and automated adjustment of logistical parameters, such as lot size
- Possibility to obtain forecasts on a weekly basis

Step by step to optimized planning with DISKOVER

With DISKOVER, **Anita Dr. Helbig** initially concentrated on exploiting the advantages of the system around demand forecasting and analyzing and optimizing the accuracy of demand and sales planning. Only then did the special logics follow, such as the regular adjustment of lot sizes in consideration of packing units. Finally, interrelationships in the material flow became much more transparent, so that Anita switched directly to DISKOVER to handle daily scheduling activities.

"Thanks to the supply chain management in DISKOVER, the entire planning department is much closer to the requirements and thus enables the same savings in this area as well. In addition, synchronization of material usage and finished part provides a whole new level of transparency".

- **Axel Weck**
Head of Production & Logistics
Anita Dr. Helbig

Time for strategic value added

In the meantime, **Anita Dr. Helbig** has gradually automated, rationalized and made some planning and scheduling processes reproducible.

With this automation, those responsible in production & logistics benefit from a high degree of reduced workload in evaluation, research, and routine activities. The saved time is invested in, for example, more intensive integration of suppliers, which promises further savings potential for the future.

Review - the success was no "flash in the pan"

With this transparency, **Anita Dr. Helbig** was also able to initiate further actions to increase material efficiency, which reduced material scrap by a total of 29%. For the medium-sized company, this equates to annual savings of several hundred thousand euros.

Successful cooperation has continued

"We have been using DISKOVER successfully for several years now. With this precise scheduling tool, we have been able to significantly increase the accuracy of our demand and sales planning, thereby significantly improving our inventory situation and service level - and all this with an increasing number of variants.", explains Axel Weck, Head of Production & Logistics at **Anita Dr. Helbig**.