



Anita Dr. Helbig GmbH

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Tailor-made scheduling for lingerie and swimwear

Challenge
trend

Challenge
committee

Height
variety of variants



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As a warehouse manufacturer with seasonal and varied products, it is dependent on a precise forecast of sales potential and thus optimal planning of procurement and production. As in almost all areas of the clothing industry, it is a balancing act to avoid unnecessarily increasing inventories, but still be able to deliver the items that customers increasingly order immediately. An additional problem is that the range of new models and colors is constantly growing. As a result, the number of planning positions is constantly increasing.

Variety and fashion trends

For the corset specialist, the greater variety of variants also increases the irregularity in the assessment of sales figures per planning position. Previously, sales figures were determined as an average of past values.

In day-to-day business, article trends became apparent late, while at the same time the product range changed to include more frequent product changes. This led to increased inventories of non-moving items and a lack of readiness to deliver items in high demand. Not only did the quality of planning decline, but so did customer satisfaction.

About Anita Dr. Helbig

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

- 83098 Brannenburg, Germany
- manufacturing and trading of lingerie
- www.anita.com

The company is active 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 body types - especially for large cups and large underbusts!

The hamster wheel is to become a discontinued model

To improve the situation, **Anita Dr. Helbig** a situation analysis with a management consultancy specializing in SCM. The options for an adapted organizational form of planning were explored and solutions in the ERP system used were jointly examined. It quickly became clear that the special requirements of sales planning could hardly be mapped with this. A simulation with real data provided the insight that an optimization of forecast and scheduling parameters is possible using an assistance system.

It was decided to use suitable software.

The list of criteria developed by Anita Dr. Helbig for evaluating a solution included seven relevant points, the interaction of which would dynamically improve planning and make the working environment more transparent. For clarity, user-friendliness, flexible ERP interfaces and support services were weighted according to methods, procedures and logic:

- Simulation functionalities for detailed evaluation of scenarios and effects of changes in procedures or parameters on, for example, delivery readiness and inventory level
- Comprehensive range of forecasting methods and parameters to automatically calculate item-related to choose the most appropriate procedures
- Dimensioning of suitable safety stocks to cushion sales fluctuations and supply bottlenecks
- Possibility of automated determination of sales expectations without manual effort
- Planning based on stock position, i.e. plannability of items according to color, size and cup size
- Flexible and automated adjustment of logistical parameters, such as batch size
- Possibility to receive forecasts on a weekly basis

Step by step towards optimized planning with DISKOVER

Anita Dr. Helbig

With DISKOVER, the company initially focused on exploiting the advantages of the system in the area of demand forecasting and analyzing and optimizing the accuracy of demand and sales planning. Only then did the special logic follow, such as the regular adjustment of batch sizes taking packing units into account.

Ultimately, the overall relationships in the material flow became much more transparent, so Anita began to carry out daily scheduling activities directly in DISKOVER.

Time for strategic value creation

Anita Dr. Helbig has now gradually automated, rationalized and reproducible some planning and scheduling processes.

With this automation, those responsible in production and logistics benefit from a significant reduction in the workload when it comes to evaluation, research and routine activities. The valuable time, however, is invested in, for example, more intensive integration of suppliers, which promises further savings potential for the future.

"Thanks to the consistent planning chain in DISKOVER, the entire material planning is also much closer to the requirements, thus enabling the same savings in this area as well. In addition, the transparent connection between material use and the finished part ensures a whole new level of transparency."

Axel Weck

Head of Production & Logistics at Anita Dr. Helbig

Looking back – the success was not a one-off

With this transparency **was Anita Dr. Helbig** also enabled us to initiate further measures to increase material efficiency, which reduced material waste by a total of 29%. This equates to annual savings of several hundred thousand euros for the medium-sized company.

Successful cooperation has continued

"We have **DISKOVER** for several years now. With this precise planning tool, we have been able to significantly increase the accuracy of our demand and sales planning and thereby significantly improve our inventory situation and delivery readiness - and all this while increasing the variety of variants," explains Axel Weck, Head of Production & Logistics at Anita Dr. Helbig GmbH in Brannenburg.



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