



CUSTOMER CASE STUDY

CHAUCER FOODS

“ Having a solution like QAD DynaSys DSCP has given our business the opportunity to implement a robust demand planning process that has supported the foundations for our Chaucer Integrated Business Planning process.”

**Gavin Evans, IBP & Group Supply
Chain Manager, Chaucer Foods Ltd**





CHAUCER FOODS

CHAUCER SUPPORTS INTEGRATED BUSINESS PLANNING (IBP) WITH QAD DYNASYS SOLUTIONS

THE COMPANY: CHAUCER FOODS

Chaucer Foods was founded in Kent, United Kingdom in 1980 as a bakery. Two years later this developed into a manufacturing practice supplying to manufacturers around the world. Chaucer Foods produces ingredients, products and solutions of consistent high quality across the globe. They are the world's largest supplier of freeze-dried fruit and soup croutons. Today they

HIGHLIGHTS

Company	Chaucer Foods
Industry	Food & Beverage
Products	Freeze Dried Products, Ingredients and Solutions
Solutions Utilized	QAD DynaSys Demand Planning



collaborate with leading food manufacturers and retailers across the world. They have an established and growing B2B business whilst also producing their own highly-successful products which are sold in retail stores, these are developed through their B2C business – Chaucer consumer.

Chaucer's expertise and continuous investment in food technology and product innovation ensures it continues to lead the field in the development of innovative health and wellness ingredients to meet the growing trend towards healthy eating and nutrition. Chaucer is a truly global company with four manufacturing facilities in the UK, France, China and the US. Their teams of agronomists work collaboratively with farming partners in China, Chile and North Africa and they source raw materials from around the world making it a highly complex network. The group has over 650 employees across their worldwide facilities.

THE CHALLENGE: STANDARDIZING PROCESSES NEEDED TO ADDRESS CHAUCER FOODS STRATEGY FOR GROWTH

Chaucer's brand promise is to deliver product solutions which add real value through collaboration, innovation and an unwavering commitment to product quality and customer service. Their mission is to deliver sustainable growth for all stakeholders by providing product solutions that create value for our customers.



Chaucer decided to standardize their Supply Chain processes globally and began to investigate which solutions could enable them to do this. They began a competitive review of the market and determined QAD DynaSys DSCP (Demand & Supply Chain Planning) was the best solution to address their challenges.

“Before QAD DynaSys DSCP, all forecasting or finance consolidation was performed by custom designed and managed excel reports. As always when using such tools like Excel, it needs close management and controls to ensure its security and compliance to the forecasting process and policy. A large amount of time and resources were being spent trying to investigate the variances and global forecasting into a business demand and forecasting pack,” explains Gavin Evans, IBP & Group supply chain manager, Chaucer Foods.

One of the key challenges for Chaucer was to create the most accurate possible forecast by focusing on Demand Planning. This solution will enable Chaucer to:

- Focus on new products being managed in the innovation processes
- Flag important assumptions for use in the Integrated Business Planning (IBP) review
- Support SKU codes
- Lock short term forecasts
- Manage financial reports based on forecasts, which enables the validation of the volume forecast.



ROBUST DEMAND PLANNING SOLUTION

IMPROVE BUSINESS GLOBALLY

END-TO-END SUPPLY CHAIN VISIBILITY

“Not having a true forecasting tool also created a perception that forecasting isn’t an important part of the business and only used for quarterly reviews and budget purposes. Since implementing QAD DynaSys Demand Planning, this behavior has been reversed and in turn we are starting to see great benefits in demand, supply and visibility to the business plans and strategies,” add Evans.

THE SOLUTION: QAD DYNASYS DEMAND PLANNING BRINGS BUSINESS VISIBILITY

Chaucer Foods was growing fast and they wanted to implement Integrated Business Planning (IBP) to give the business the visibility it needed to make decisions about where to site capacity and manage the entire supply chain to give customers what they wanted, when they wanted it.

“We started to look for a supporting solution like QAD DynaSys DSCP when we were implementing the IBP process. In this design stage of the implementation we identified the need to cover three key areas to ensure we were set up for success. These three areas of interest and alignment: behaviors, tools, process. QAD DynaSys reinforces the support for each of these areas of planned success starting with the driving solution for the process in demand,” explain Evans.

For Chaucer Foods, the QAD DynaSys solution was seen as more than Demand Planning. It was seen as a



platform for growth. Chaucer wanted a single solution to evolve to S&OP (Sales and Operations Planning), whilst being able to integrate with other ERPs.

“QAD DynaSys DSCP has improved the business globally by providing us the opportunity to design a clean and process driven forecasting policy. Our sales team is more confident in using such a tool to provide a forecast as it gives feedback. We are now able to provide a more robust monthly demand forecast pack to the business by the key areas and objectives for each of our business regions and markets,” states Evans.



THE BENEFITS:

“Implementing the QAD DynaSys Demand Planning solution has given our business the opportunity to implement a robust demand planning process that has supported the foundations for our Chaucer IBP process.”

“To drive and support the business further we would be looking into adding QAD DynaSys Production Planning and QAD DynaSys Distribution Planning solutions. Such supporting solutions will put us further toward our goal to have a solid world class global end to end supply chain.”

“From our support of implementing the demand solution from the onboarding team, we feel positively assured that these next step for the business will be achieved with QAD DynaSys,” concludes Evans.

“Having a confident demand plan gives the business and IBP process the opportunity to be proactive to meet this forecasted need and this give the foresight for improvements in our supply chain planning.”

Gavin Evans, IBP & Group Supply
Chain Manager, Chaucer Foods Ltd

