



CUSTOMER CASE STUDY  
SODEBO

“Excellence calls for excellence. Today we know how to manage more specificities so our customer service level is high and stable and we are more efficient”

Elisabeth Rouzineau  
Head of Planning - Sodebo





## ANTICIPATE, OPTIMIZE, CENTRALIZE, AND ANALYZE: SODEBO FORECASTERS ARE AT THE HEART OF THE S&OP APPROACH

### THE COMPANY: SODEBO

In 1973, Joseph and Simone Bougro, butcher-caterers based in Saint-Georges de Montaigu (France), founded Sodebo to launch, 5 years later, the first fresh pizza on sale in the supermarkets.

HIGHLIGHTS	
Company	Sodebo
Headquarters	Saint-Georges de Montaigu - France
Industry	Food & Beverage
Products	Snacking and Fresh Catering
QAD DynaSys Solution	Demand Planning



More than 45 years later, the story continues with three daughters at the helm of the company, now the leader for snacking and fresh catering in France.

SODEBO key figures:

- 455 million\* Euros in turnover
- 2,270\* employees on the 120-hectare Vendée site
- 96,000\* tons of manufactured products per year
- 88% of ingredients made on-site, including 100% pizza dough, 100% fresh pasta, 98% bread and 92% cured meat products.
- 1,000 quality analyses are performed every day

*\*internal data for 2018*

Sodebo's DNA has always been innovation, quality and listening to feelings. A recurring theme in the company culture is to put its people at the center of unbounded creativity. Its executives like to say that "in a winning company there is no room for passengers, only the crew". The goal is to meet a single challenge: to satisfy customers including mass retail market and out-of-home catering (OHC).

### THE CHALLENGE: TO CENTRALIZE BUSINESSES AND FLOWS

To support company growth and enhance the quality of its services, Sodebo needed to

restructure and optimize its sales forecasts for greater flexibility and to boost the responsiveness of its supply chain. The only way of doing this is to anticipate.

The demand planning department began operations at the same time as the supply chain team. The specifications of a forecasting tool were soon finalized. The obvious choice was QAD DynaSys, the Demand Planning solution being a proven technology in the agri-food sector.



“The centralization of data which we can add to, refine and share within a solution is an extra cutting edge that helps us anticipate and make our forecasts more reliable and also project in the longer term”, says Elisabeth Rouzineau, Head of the Demand Planning for Sodebo.

### SOLUTION: QAD DYNASYS DEMAND PLANNING SOLUTION WILL FACILITATE CONTINUOUS IMPROVEMENT... SODEBO'S BYWORD

“The organization was set up with six demand planners. The fine forecast granularity gives better understanding of the market, allows us to correct the sales history if needed, and to incorporate all the future events. “

With enhancements underway and a continuous improvement strategy, Sodebo is just beginning their journey with QAD Dynasys.

“As soon as we implemented the QAD DynaSys Demand Planning solution, our forecasting department skills improved. A large number of changes were made based on the robustness of the Demand and Supply Chain Planning (DSCP) solution technology. This favorable environment has enabled Sodebo to build an efficient Supply Chain and support the S&OP process,” says Elisabeth Rouzineau.

‘Anticipation’ is the key word for this leader in the snacking world, receiving its orders on the day the product has to be delivered. They must deliver freshness! The forecasting unit becomes the hub, the facilitator of the S&OP process, and

the Demand Planning solution is its backbone. The benchmark forecaster controls the information of his brands, enabling him to help the production planning department to finely manage its stocks. The warehouse and the logistics unit are also “customers” of the forecasting department. “Our information gives them the opportunity to best organize their workload within the given time slot and optimize the load of the delivery trucks. “ add Rouzineau.

Several factors have a bearing on the sales of Sodebo products. “With QAD DynaSys we have incorporated the management of events like promotions, public holidays and weather sensitivity data. The impact of the weather is a critical indicator we use to meet the demand of our customers and to correct our sales history. All this information enables us to provide a medium- and long-term load forecast for manufacturing units,” explains Rouzineau.



## BENEFITS: EXCELLENCE CALLS FOR EXCELLENCE

In its approach for continuous improvement, the Sodebo team takes advantage, again, of QAD DynaSys' latest cutting-edge technologies in constantly acquiring new skills. Their reliability is constantly improving, 6 points up in 6 years. Product breakage has been on the decrease since 2014.

“Excellence calls for excellence. Today we know how to manage more specificities so our customer service level is high and stable and we are more efficient. Everything is ready to enable us to go even further, always with QAD DynaSys, always with Demand Planning... and why not using the Cloud?”

“With this strong partnership and the business expertise of the software company teams for the agri-food industry, our future is looking bright. And so much the better! It gives us room to innovate, to continue the day-to-day development of our working tool and to offer more and more services to our customers, both internal and external,” concludes Elisabeth Rouzineau.

“In addition, the Sodebo and R&D teams at QAD DynaSys are working on a joint project using machine learning algorithms to refine the daily bucket forecast”

Elisabeth Rouzineau,  
Head of Planning - Sodebo

