



## Building a Centre of Excellence for Forecasting

In mid-2017 Elanco launched a project to build a Centre of Excellence for Forecasting. This initiative was part of a multi-year roadmap to prepare Elanco for data-driven demand planning, EyeOn Planning Services designed and implemented this new capability with full support of the Elanco management board.

### Build – Operate – Transfer approach

The implementation was structured following to the Build-Operate-Transfer approach. At the start EyeOn Planning Services build a baseline forecast model tuned to Elanco business characteristics and dynamics.

During six forecasting cycles, the Planning Services team ran the statistical algorithms on behalf of Elanco and provided a baseline forecast together with insightful forecast reports.

In addition, EyeOn was instrumental in creating a new organization at Elanco that was equipped to run the forecasting activities themselves. To build the right planning capabilities, Planning Services ran a training programme for their central analyst team in India.

The entire global implementation of the new process as well as the setting up and training of the new organization, took all of six months in total. After just two months, Elanco's forecast accuracy had already increased by 5%. Forecast performance and capabilities swiftly improved further due to collaboration with EyeOn.

Elanco prized EyeOn's best-in-class visualization of data. Besides using this data to successfully reach forecasting targets, Elanco plans to use this data for other purposes as well.



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## About Elanco

Established in 1954, Elanco Animal Health Incorporated (ELANCO) is a market leader in protecting and enhancing animal health. This global animal health company views animals as key to solving global health care, food security and sustainability challenges.

This research-based company develops innovative products and knowledge services in more than 90 countries. In addressing animal disease prevention and treatment, as well as future protein and health needs, Elanco works with global customers, veterinarians and industry leaders.

Data analytics are used to gain greater insight into current and future customer and market needs so that its products effectively answer these needs.

*'We met a couple of team members here at EyeOn: experts in databases, in the forecasting process and in models. This helped us shape our ideas. It helped our project move fast, much faster than we had anticipated.'*

### Klaus Wenig

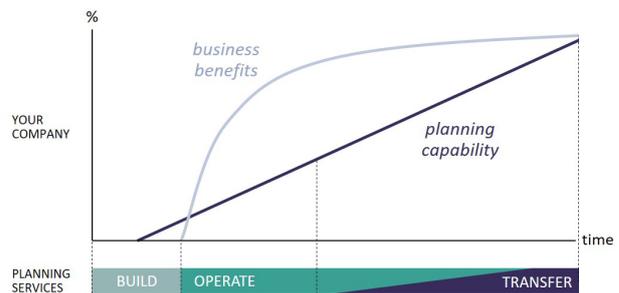
Director Supply Chain Ext. Manufacturing

*'We have a number of experts in our company, but the great thing about EyeOn is that we could get the condensed experience of hundreds of different companies.'*(...)

*'Having EyeOn as an external consultant come in and give us advice, we could confidently say: "this is an externally evaluated best-in-class method"'. That gave us a lot of confidence and allowed us to successfully move ahead with the project.'*

### Dylan Lilienfeld

Supply Chain Manager



## Why connecting to Planning Services?

By connecting to our services your planning performance gets an instant boost. We increase forecast accuracy and reduce bias, lower inventories and improve service levels. We enable planners and the organization to rapidly transform to the next planning level. And deliver clear insights to your specific planning needs, to shape your future planning capabilities at your own pace.

## How can we help you?

Lighten your load. Let us assist you with advanced forecasting, inventory optimization and end-to-end supply chain insights. Make use of our specialised planning and forecasting resources to get ahead.

## Interested?

You can contact us at [planningservices@eyeon.nl](mailto:planningservices@eyeon.nl) for more information or to make an appointment.

### EyeOn promise

We implement proven innovations to raise your forecasting and planning performance. We work in the most pragmatic way possible, based on our knowledge and experience in over hundred large, international companies. We develop and implement the best fit-for-purpose improvements with real impact.