Kaufland Optimizes Its Replenishment Process

Customer

![Kaufland logo]

Country	Germany
Vertical	Grocery
Solution	Demand Forecast & Replenishment

· **High level of replenishment automation**

· **Significant improvement of on-shelf product availability**

"For our organization, it is critical to have the right amount of fresh meat available for the customers in each store. Automated replenishment based on accurate sales forecasts plays a key role. Working with Blue Yonder has resulted in optimizing our processes significantly."

Ralph Dausch
Executive Board Member of Fresh Meat Products International, Kaufland

BlueYonder
Best decisions, delivered daily

Business Challenges

Kaufland offers a range of around 60,000 items to its customers. The supermarket chain is active throughout Europe with about 1,200 stores and operates seven logistic centers and four meat-manufacturing plants. The main product focus includes fresh food comprised of fruit and vegetables, dairy, meat and fish – partly with service. The range also includes household goods, electronics, textiles, stationery, toys and seasonal items, as well as weekly promotional merchandise.

Kaufland set itself the ambitious goal of automating the replenishment process in its fresh meat division to the fullest extent possible, as their existing supply chain processes had reached their limits.

Solution

Using precise predictions provided by Blue Yonder, Kaufland achieved a high degree of automation for central planning in daily orders. Additionally, production processes could be closely integrated into the supply chain as a whole, thus creating even greater synergy with demand planning. As well as internal data, important factors such as promotions, holidays and weather were taken into account and factored into the ordering decisions.

Among the factors that convinced Kaufland to implement Blue Yonder across all of their German stores was the robust algorithm, Blue Yonder's superior machine learning technology and their ability to highly automate the decision-making process.

Results

Kaufland achieved its goal of creating maximum efficiency within the fresh meat supply chain, resulting in centralized and highly automated planning, which in turn significantly minimized the amount of work needed within individual stores. Product availability was also improved, resulting in optimized stock levels, ensured product freshness and reduced write-offs.

About Blue Yonder

Blue Yonder, a JDA company, enables retailers, consumer products and other companies to intelligently transform their operations and make more profitable, automated business decisions that deliver higher profits and optimized customer experiences.

With AI/ML learnings embedded into their core supply chain and merchandising processes, companies can respond quicker to dynamic market conditions and customer preferences, resulting in increased revenues and margins.

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