



## **Anita Dr. Helbig GmbH**

Customised Scheduling for Lingerie and swimwear

- Challenge Trend
- Challenge Committee
- High Variant Diversity

Anita Dr. Helbig as a Bearing manufacturer with seasonally influenced and variant products on a precise forecast the sales potential, and thus the optimal scheduling of the procurement and production, to depend on. As in almost all areas of the fashion industry, it is a balancing act, the stocks do not unnecessarily increase, but nevertheless, the increasingly by the customer immediately order items ordered to deliver. As a problem in addition, the range of innovations in models and colors is rising steadily. Consequently, the number of planning positions is steadily increasing.

## Variety and fashion trends

For the bodice, a specialist in the higher variants also increases the irregularity of the evaluation of the sales figures for each planning position. Earlier, the sales figures were as the Average of the past values.

Day-to-day business articles trends were late in the visible, at the same time the range has changed to move towards more frequent Product. This led to increased holdings of non-moving items and to the lack of delivery readiness in high-demand goods. Not only the quality of the planning fell, but also the customer satisfaction.

## About Anita Dr. Helbig

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

Worldwide, the company with the two brands Anita since In 1886 and ROSA FAIA represented. Under these two brands, develops, produces and sells Anita Bras and swimwear for different body types - especially for large Cups and great under-bust it wide open!

- 83098 Brannenburg, Germany
- Production and trade with lingerie
- [www.anita.com](http://www.anita.com)

## The hamster wheel is to be the outlet model

In order to improve the Situation, led **Anita Dr. Helbig** a situation analysis on SCM company specialized advice. It explored the possibilities of an adapted form of the organization of planning, and have been explored as a solution in the ERP System. It quickly became clear that the special requirements of the sales planning were barely represented.

A Simulation with real data delivered by the realization that an optimization of forecasting and scheduling parameters by an assistance system is not possible.

### It was decided that a suitable Software.

The Anita Dr. Helbig developed catalogue of criteria for the evaluation of a solution comprised of seven relevant points, with the Interaction of the planning improves dynamic, and the work environment would be more transparent. For the sake of Clarity, ease of use, flexible ERP interfaces and Support services were weighted methods, procedures and logics:

- Possibility for the automated determination of the paragraph maintenance without any manual effort
- Planning on storage location, so the plan of the article according to color, size and Cup size
- Flexible and automated adjustment of logistical parameters such as lot size
- Ability to get predictions on a weekly basis

### Train to train for optimized planning with DISKOVER

- Simulation functionalities for the detailed rating of scenarios and implications for Modification of procedures or parameters, for example. Willingness and level of Stock for delivery
- Extensive range of forecasting methods and parameters to automatically depending on the part to select the most appropriate procedure
- Sizing of appropriate safety stocks to mitigate the impact of fluctuations and supply shortages

Anita Dr. Helbig focused with DISKOVER time, the advantages of the system in the field of demand forecasting to play and to analyze the accuracy of the demand and sales planning and optimization. Only then can the specific logics followed, such as, for example, the periodic adjustment of lot sizes, taking into account of pack units.

Finally, correlations were overall in the material flow much more transparent, and to do so Anita was directly in DISKOVER activities of daily planning.

### Time for strategic value creation

Anita Dr. Helbig has now gradually a number of planning and scheduling processes are automated, streamlined and reproducible.

The leaders in the production & logistics benefit from this automation of high relief in the case of evaluation, Research and routine activities.

Valuable time is invested in, for example, more intensive Integration of suppliers, which promises for the future for more potential savings

"Thanks to the integrated Planning process in the DISKOVER the entire material disposition is much closer to the needs and allows, in addition, the same savings again in this area. In addition, the transparent connection between use of material and finished part provides a new level of transparency."

**Axel Weck**  
Head of production & logistics at Anita Dr. Helbig

### **Successful cooperation has continued**

"We DIKSOVER for some years now successfully. With this precise scheduling tool, we were able to increase the accuracy of our supply and demand planning significantly and as a result, our stock situation and readiness to significantly improve – and the increasing diversity of variants," explains Axel Wake, head of production & logistics at the Anita Dr. Helbig GmbH, Brannenburg.

### **Looking back – the success was no flash in the pan**

With this transparency, Anita, Dr. was able Helbig also, other measures to increase the material efficiency to initiate, through the Material of the Committee to a total of 29 % has been reduced. This is for the medium-sized company with annual savings of several hundred thousand euros.

## SCT GmbH Supply Chain Technologies and DISKOVER

Today, companies are not only with their products but also with their Supply Chains in the global competition. The SCT GmbH Supply Chain Technologies with DISKOVER a powerful Supply Chain Planning and APS Software designed to help businesses, their supply chains in an efficient, flexible and future-safe.

DISKOVER, which helps users in their Supply Chain, their management and capacity planning, inventory quickly, well-informed and to optimise sustainable. The Software combines proven methods from the field

the most advanced technologies – including elements of Artificial intelligence, about the automated forecasting, optimisation, and dynamic determination of safety stocks.

In cooperation with the Supply Chain expert of Abels & Kemmner we are continuously working on new, comprehensive solutions for your Supply Chain Management success. The result: More transparency, better quality of planning – including S&OP and PP/DS, lower stocks and an agile Supply Chain that delivers real value.



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