



## Demand and supply planning in real time

**CASIO**<sup>®</sup>

With RapidResponse, Casio can now collaborate and respond rapidly to any changes in supply and demand, resulting in shortened lead times and reduced inventory levels.

Casio Computer Co. Ltd. is one of the leading consumer electronics companies in the world. Since its establishment in 1957, Casio has been active in the development of electronic calculators, timepieces, musical instruments, LCD TVs, pagers and other communications devices. Casio's corporate activities are guided by the motto: "Creativity and Contribution."

### The Casio challenge

It is critical for a company with a diverse product group like Casio to continually deliver cutting-edge products to meet demanding consumer needs. To do this the company needs to ensure manufacturing operations efficiency and visibility of information across multiple departments and operations. They also have to constantly find opportunities to reduce supplier lead times so that products, especially new products, get to market faster.

Casio deployed a supply chain planning system to accomplish this visibility and efficiency. However, production lead times were still at an unacceptable level and inventory reduction was far below Casio's targets. This system also failed to address changes in demand and supply effectively, so the users had to deal with these manually. All in all, Casio was not satisfied with the system that did not deliver on its promises.

*// With RapidResponse, material, logistics and manufacturing operations efficiency is increased and information sharing is dramatically improved."*

**Atsushi Yazawa**

General Manager, Information Technology Department, Casio Computer Co., Ltd.

## The Kinaxis advantage: performance and flexibility

Casio chose the Kinaxis® supply chain management solution, RapidResponse®, as it allows them to collaborate and respond rapidly to any changes in demand and supply. This has helped shorten their lead times and significantly reduce their inventory levels. Calculations that had previously taken three hours to run can now be completed in less than 50 seconds. RapidResponse provides visibility across the supply chain and allows various alternatives to be considered and scored in just seconds, allowing Casio to make decisions that best align to their corporate objectives. Furthermore, RapidResponse can be used by anyone in manufacturing operations to determine a problem, collaborate on the options and rapidly drive effective response.

## Adding up the benefits

RapidResponse has enabled Casio to improve daily operations efficiency in materials, logistics and manufacturing operations. Even more importantly, it has improved enterprise efficiency and flexibility with closer supplier collaboration, allowing Casio to be more competitive in the marketplace. "Casio is planning broad use of RapidResponse which can effectively align demand and supply in spite of continuous changes," concludes Atsushi Yazawa, general manager, Information Technology Department, Casio Computer Co., Ltd.



[www.kinaxis.com](http://www.kinaxis.com)

Kinaxis World Headquarters  
700 Silver Seven Road  
Ottawa, Ontario K2V 1C3  
Canada

tel: +1 613.592.5780  
toll free: +1 866.236.3249  
support: +1 866.463.7877  
fax: +1 613.592.0584  
email: [info@kinaxis.com](mailto:info@kinaxis.com)

### About Kinaxis Inc.

Offering the industry's only concurrent planning solution, Kinaxis helps organizations around the world revolutionize their supply chain planning. Kinaxis RapidResponse, our cloud-based supply chain management software, connects your data, processes and people into a single harmonious environment. With a consolidated view of the entire supply chain, you can plan expected performance, monitor progress and respond to disconnects when reality hits. RapidResponse lets you know sooner and act faster, leading to reduced decision latency, and improved operational and financial performance. We can prove it. From implementation to expansion, we're here to help our customers with every step of their supply chain journey.

This case study is accurate as of the date published and may be updated by Kinaxis from time to time at its discretion.

Copyright © 2017 Kinaxis Inc. All rights reserved. Kinaxis, the Kinaxis logo and RapidResponse are registered trademarks of Kinaxis Inc. All other brands and product names are trademarks or registered trademarks of their respective holders, and use of them does not imply any affiliation with or endorsement by them. 06.17