



## Improving demand planning through information sharing



Sonus seamlessly connects data from multiple sources – including their traditional ERP software, Excel spreadsheets and their CRM tool – and shares information collaboratively across multiple departments.

Sonus brings intelligence and security to real-time communications. By helping the world embrace the next generation of cloud-based Session Initiation Protocol (SIP) and 4G/LTE solutions, Sonus enables and secures latency-sensitive, mission critical traffic for Voice-over-IP, video, instant messaging and online collaboration. With Sonus, enterprises can give priority to real-time communications based on smart business rules while service providers can offer reliable, comprehensive and secure on-demand network services to their customers.

### The Sonus challenge

Committed to delivering cutting-edge products in a rapidly evolving industry, Sonus was faced with the challenge of meeting customer demands in a timely and efficient manner. Struggling with the reality of not being able to easily consolidate data from multiple sources, they were dealing with delays in understanding the impact of changes to their supply and demand plans. These data syncing issues also made running real-time sales and operations (S&OP) meetings virtually impossible. Finding what needed attention was painful and slow.

It took days to develop forecasts, and involved extensive manual data entry and manipulation every quarter—in most cases requiring more than 1,200 line items to be updated or added to the existing ERP tool just for locked forecasts alone. Unsurprisingly, making changes was a difficult and time consuming process. This resulted in forecasts that were inflexible, which did not allow Sonus to be nimble or to react to the actual changes that were occurring on a daily basis.

## S&OP PROCESS



Laborious S&OP process to smooth monthly planning cycle and high level review with Executive Team

## INVENTORY



Reduction of **20%**

## MANUAL EFFORT



~1 week reduced to **hours**

## VISIBILITY



Data visibility at **detail** and **summary** levels

Historical “how did we get here”, visibility for current and future outlook to review trends.

## The RapidResponse difference

To combat their planning issues due to lack of data consolidation and visibility, Sonus turned to Kinaxis® RapidResponse®. It allowed them to easily and seamlessly connect data from multiple sources, including their traditional ERP software, existing Excel spreadsheets, and even their customer relationship management (CRM) tool, and to share that information collaboratively across multiple departments.

“What RapidResponse has done is allow us to create meaningful conversations across the company,” said Laure Morgan, S&OP Demand Planning Manager, Sonus. “We can get ahead of potential problems and immediately begin talking to sales, operations, product line managers, or anyone else who may be involved, instead of just reacting and communicating the impact after the fact.”

Sonus is now able to build forecasts in hours instead of days, and when a change does need to be made, instead of holding another meeting, planners can discuss options with product managers on the fly, with the most up-to-date data easily available at their fingertips. RapidResponse’s robust what-if scenario simulation capabilities have allowed for easy data manipulation, making changes and maintenance a simple two-step process. That’s had a direct impact on supply chain execution, systemically changing the way the organization captures, interrupts, and shares related information.

RapidResponse proved so effective Sonus ultimately decided to turn off the material requirements planning (MRP) ability within their ERP, which they describe as cumbersome and difficult to navigate. Now independent demand changes are automatically synced quickly and effectively from the ERP directly to RapidResponse. This has resulted in significant time savings, the equivalent of about a day’s worth of data entry and collection per week. It’s also given Sonus the ability to respond to change in near real-time.

“The most significant value we have seen from using RapidResponse is the time savings. Before we used to spend days manually entering data into our enterprise resource planning tool and various Excel spreadsheets to generate our forecasts. Now in RapidResponse we complete the same task within hours while providing more in-depth analysis,” said Morgan

Thanks to an easy-to-use interface and personalized workbooks, RapidResponse has enabled Sonus to breakdown demand, gain full visibility into potential risk, and determine the best course of action by taking advantage of comprehensive simulations.

By importing opportunities from their CRM, Sonus can run different scenarios to ensure they have the necessary supply to meet the potential new demand. Some of the most significant benefits has been to drive projections, which facilitated a decrease in required warehouse space and an overall inventory reduction by 20%.

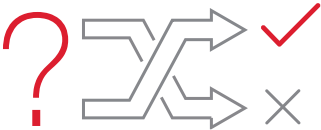
“Using what-if scenarios allow us to determine almost instantaneously whether or not we’re able to accommodate a change request or potential new order,” said Morgan. “It provides us with the necessary information to make decisions on whether to change the forecast and build plan at the factory.”

## DATA DRIVEN



Specific **data driven conversations** across the organization and in S&OP Executive Team review

## ANALYSIS



Allows for immediate **“What if” analysis** and the impact on the business

## CHANGES



Forecast/Priority changes **immediately supplied** to Contract Manufacturer

## Results that matter

RapidResponse has enabled Sonus to improve daily operations in demand and supply management, inventory optimization, and S&OP. Sonus is now able to provide customers with real-time feedback on order change requests and RapidResponse has revolutionized Sonus' management of potential new sales opportunities.

In essence, Sonus has been able to close the loop on their supply and demand plans, allowing for rapid collaborative change management and the ability to simultaneously plan, monitor and respond. Key decision makers across all departments now see the same information at the same time, instead of struggling to reconcile disparate Excel spreadsheets and data. What's more, thanks to enhanced visibility and alert monitoring, they no longer have to wait for the next monthly planning cycle to respond to changes or course correct.

“RapidResponse is a great forward-looking tool,” said Sue Brown, Business Systems Analyst, Sonus. “Its strength is allowing us to run what-if scenarios and see instantaneous impact. It's also great at showing us how we got to where we are today. It really allows us to tell a complete story—from where we began to where the problems are and how we can potentially fix them.”



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## 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.

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