

A grayscale photograph of an automotive assembly line. In the center, a car chassis is positioned on a conveyor belt. The factory floor is made of metal grates. On both sides of the conveyor, there are rows of industrial robotic arms, some of which are extended towards the car. The background shows the complex structure of the factory ceiling and other parts of the production line.

Driving a supply chain planning revolution

One of the world's largest automotive manufacturers was saddled with siloed divisions scattered across the world. For many years, it also lacked a universal supply chain management system. Kinaxis® RapidResponse® helped this company unify its supply chain and boost its competitiveness in an increasingly pressured, just-in-time global economy.

The challenge

The company's divisions in Europe, North America, South America and Asia traditionally operated independently from one another. Each division had different tools, processes and structures for managing most of their systems, including their supply chains.

"We didn't even have an enterprise resource planning tool," says a company executive. "We had regional systems that didn't talk to each other around the world and more spreadsheets than you can shake a stick at."

As the industry moved toward greater globalization, parts of the company started to unify, but the supply chain remained highly regional. When the executive was tasked with bringing it together into a single global

system, he knew he would have to start from scratch.

"Trying to bolt all the different pieces together was never going to work," he says. "We decided to do it properly and implement a whole new system."

To make sure he chose the right tool for the company's global supply chain management, the executive launched an extensive research project.

Benefits of using Kinaxis



A single unified supply chain across the entire company



Consistent data across the entire supply chain



Easy access to information at all organizational levels



Improved collaboration throughout the organization

The Kinaxis difference

The executive and his team started by looking closely at seven of the world's leading supply chain planning solutions. After meeting with each company and assessing their financial stability, management continuity and customer service, Kinaxis was the clear leader.

But the executive's due diligence didn't stop there. He had to be sure the solution he chose would be able to handle everything a large, global manufacturing company could throw at it. So he spent another six months researching RapidResponse.

"We did a deep dive," says the executive. "From proof of concept to models, and mockups. We talked to their existing customers. Everything we could think of"

At the end of the process, the executive was certain RapidResponse was the right tool for the company.

The next step was to work with Kinaxis to design, develop, implement and launch RapidResponse across all of the company's worldwide divisions.

For the first time, the regional silos were brought together as part of a global structure supported by a global tool, offering significant benefits.

"An organization of our size can't operate through regional independent groups," says the executive.

The executive believed RapidResponse's capabilities were exactly what the company needed, and since the implementation, he's been proven right.

Results that matter

RapidResponse has allowed the company to take advantage of global synergies by bringing together disparate processes into a single unified system.

The executive says the company couldn't have made a better decision and has remained a champion of the platform even since his retirement.

"I think it's always useful for a potential client to engage with someone who's been through the process," he says. "So I'm happy to talk to people about what I learned through our five-year journey with Kinaxis and RapidResponse."



From what I've seen, RapidResponse is going to become the standard in the automotive industry."

FORMER COMPANY EXECUTIVE

About Kinaxis Inc.

Navigating supply chain volatility takes agility. Why? Because plans are never perfect. Kinaxis® is the authority in empowering fast, confident decision-making across the supply chain so people plan better, live better and change the world. Trusted by top brands, we combine human intelligence with AI and concurrent planning to help companies plan for any future, monitor risks and opportunities and respond at the pace of change. Powered by an extensible, cloud-based platform, only Kinaxis delivers industry-proven applications so everyone can know sooner, act faster and remove waste. Don't believe us? Ask us to prove it. Learn more at [Kinaxis.com](https://www.kinaxis.com).