



## A high-definition view of the entire supply chain

With smart design and innovative technology, Vizio's high-performance TVs and sound bars elevate the home entertainment experience. The company depends on fine-tuned supply chain planning to manage relationships with international suppliers and resellers, and maintain its edge in the fiercely competitive consumer market.

### The Vizio challenge

While Vizio's products are high-tech, its legacy supply chain planning tools weren't quite so sophisticated. Different business divisions used different tools, trapping information in silos. Interactions and interdependencies were largely invisible. Changes in one area required manual adjustments to others. Seeing the full picture of supply and demand was virtually impossible.

# VIZIO

“ Staying within a platform like RapidResponse that is dynamic and transformative and gives you a real-time view of what's really going on helps us make better decisions.”

**CHRIS HATCHER**  
**SENIOR SOLUTION ARCHITECT,**  
**VIZIO**

"In many cases we could see things in segments and understand, 'Oh, here's my demand. Here's my dependent demand from that. Here's my supply response, and so on,'" explains Vizio Senior Solution Architect Chris Hatcher. "But this was all in different screens and different worksheets. What we wanted to do was combine them into a single view so we could see causal effects. Say there's a problem at one level: it's going to impact another level further down. Without seeing the full connection of all the levels, it's hard to diagnose what's ultimately going on."

One key area where Vizio knew it needed clearer, more integrated insight was in understanding the financial impacts of its material requirements planning (MRP). Hatcher says the company needed a system that would let it integrate financial data and relate it directly to other key metrics.

"Most supply management systems just didn't offer that kind of flexibility," he says.

### **That's when Vizio approached Kinaxis.**



## **The Kinaxis difference**

Kinaxis® RapidResponse® provided exactly the concurrent planning capabilities Vizio wanted, allowing users to view, plan for and integrate multiple business functions through a single customizable platform. RapidResponse's flexibility allows for quick and easy simulations that let users test multiple demand and supply balancing scenarios, adjust on the fly and share results easily with colleagues – speeding up decisions and ensuring they're based on the most up-to-date information.

"The tool is really effective at bringing together a lot of data – relevant data," says Hatcher. "It lets users understand what's going on and what decisions really need to be made."

With RapidResponse, Vizio can now view historical financial data alongside in-and-out inventory numbers. When a retailer in a particular region asks for a price break, Vizio can look at the data and not only see just overall past transactions but also the value of those transactions and the sales trends in the affected region and elsewhere. This allows Vizio to make an informed decision about whether or not it makes financial sense to provide the requested discount.

The ability to customize RapidResponse has helped Vizio significantly boost productivity. Hatcher points to users' newfound ability to see both a week number and the dates associated with that week, a feature not available in many systems.



Being able to tie the financial and the quantity and date tracking together within the same resource has been very helpful.”

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### Benefits of using Kinaxis

- ▶ Simplified fast simulations from anyone, anywhere, anytime
- ▶ Automation of repetitive tasks
- ▶ Transparent data across the entire supply chain
- ▶ Historical financial information that can drive decisions for the future
- ▶ High level of confidence in overall supply chain responsiveness



[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)

“That might seem like a little thing,” he says, “but it’s the kind of functionality that lets users get on quickly with what they have to do instead of cross-checking between a spreadsheet and a calendar. It’s smarter and it’s leaner.”

### Results that matter

Thanks to Kinaxis, people at Vizio spend less time bouncing between applications and cross-linking data and more time doing what they were hired to do. They can conduct and act on analyses faster and have been able to streamline communication between their teams, suppliers and resellers.

Hatcher is particularly impressed by the granularity of the data available in RapidResponse and how it increases transparency.

“Sometimes you might see a number and aren’t sure you believe it,” he says. “With RapidResponse, you can drill down farther so you can see where the number came from, which makes it easier to understand and trust the data.”

RapidResponse’s support for concurrent planning, historical data, forecast simulations and transparent, granular data enriches Vizio’s supply chain planning capabilities. Many of its processes can be automated to save even more time.

“We have to make decisions quickly,” says Hatcher. “This tool allows us to view various options very quickly; it’s had an incredible impact.”

### About Kinaxis Inc.

Kinaxis® gives people the confidence to know they’re making the best planning decisions to maximize business performance in today’s volatile world. Plan for any future. Monitor risks and opportunities. Respond at the pace of change. Our platform blends human and machine intelligence to solve complex planning problems in easy-to-understand ways.

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