



# Planvisage Product Case Study: HSIL Limited

## Quick Reference



### Company Name

HSIL Limited (Hindware)

### Manufacturing Industry

Manufacturing

### Revenue

Over 1000 Crores

### Location

Hyderabad, India

### Solution

HSIL Limited selected Planvisage SCM solution to improve their Forecasting and Replenishment at Depots. Their main objective was to have better inventory control.

### Implementation Time

The solution was implemented in 20 weeks

### Software Specs.

Windows 2008 server  
Microsoft SQL Server 2012  
IIS Webservice  
.Net Framework 4.0

## Client Overview – HSIL Limited

HSIL Limited, vastly recognised by its brand (Hindware), a leading name in the Indian market is a company driven by innovation. Its complete focus on crafting unforgettable bathing experiences, developing contemporary bathroom solutions for over five decades with products that make life better has set new trends each year.

The unequivocal trait of HSIL, being the very best and first, in its domain began with the introduction of vitreous china sanitary ware to the Indian consumer in 1962 and it was just the beginning searching for new approaches and ideas in bathroom product design led to the birth of brand hindware. Its growing portfolio of excellent brands Hindware Italian Collection, Hindware Art along with Hindware encompasses pristine ceramic bathroom fixtures Water closets, Bidets, Washbasins, and Urinals, series of tech-smart taps Faucets, tiles, vents, wellness and kitchen appliances is a testament of its growth and commitment.

## Planvisage Solution

The implementation of Planvisage Demand Forecasting and Replenishment Planning solution started in mid-2013 for both Trade and Project division in Hyderabad. The solution was integrated with Hindware SAP ERP. Main objective of the solution was to improve forecasting and also to have effective inventory control across various locations.

## Planning Before Planvisage

The Depot Manager would generate the demand for the next quarter and share the numbers to the Division or Region head, who in turn would moderate the quantities and share it with the marketing team.

The marketing team would consolidate all the files. Based on the inputs from Depot Managers, previous year trend and the Inventory holding at Depot, the demand is generated for India as well as Depots. This is shared to the entire team. This entire demand planning process was done using multiple Excel files.

Some of the issues with their planning process were

- The entire process is lengthy and consumes a lot of time.
- Manual consolidation of demand data at each level.
- Rework and moderation of the demand based on assumptions and not on statistical models.
- Consolidation of Inventory and In transit Quantity for various locations
- Manual adjustment on material available dates at Depots became a cumbersome activity.
- Demand planning for the promotional products was difficult as they were not considered as demand drivers.
- Delayed Depot replenishment.

## Planning After Planvisage

Past sales history of the Products are considered and various statistical techniques are run to arrive at the Forecast quantities. Among the various techniques, tool automatically picked up the best fit technique based on the MAPE. This was then released to the depot managers to moderate the statistically generated forecast. Collaboration mechanism was put in place across to arrive at a consensus forecast based on bottom-up and top-down approach.

It helped HSIL Limited in

- Providing advance visibility of which Product sales are likely to go up, which of the products are likely to phase out.
- It provides the Depot Managers baseline forecast quantities for them to consider while entering the demand quantities
- Consolidation/ Aggression in a single window for Division heads, Region Heads or Marketing Team to view
- Role based authorization to view, edit quantities.
- Remarks or reasons and be provided for high or low demand quantity
- Visibility of Inventory levels and In-transit quantities across depots and plants.
- Visibility of replenishment and deployment of Products to Depots
- Data for demand planning in Planvisage was extracted from SAP which was also used to create various exception reports.



### Contact Us

Planvisage Software Solutions  
2<sup>nd</sup> Floor 'Cunningham Hallmark'  
No. 35 Cunningham Road  
Bangalore 560052  
Tel: +91 80 41135997  
Fax: +91 80 41135995  
Email: [sales@planvisage.com](mailto:sales@planvisage.com)  
Web: [www.planvisage.com](http://www.planvisage.com)



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2<sup>nd</sup> Floor 'Cunningham Hallmark'  
No. 35 Cunningham Road  
Bangalore 560052  
Tel: +91 80 41135997  
Fax: +91 80 41135995  
Email: [sales@planvisage.com](mailto:sales@planvisage.com)  
Web: [www.planvisage.com](http://www.planvisage.com)

## Forecast Calendar

Following forecast calendar was put in place:

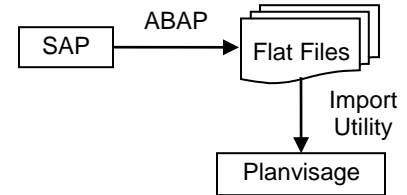
Day of Month	Task Performed Using Planvisage Solution
14 <sup>th</sup>	Master data updated like promotion items, new item introduction or phasing out of items
17 <sup>th</sup>	Statistical forecast is generated using different techniques like Arima, Exponential and Regression and Best Fit is technique is selected based on least Forecast Error
18 <sup>th</sup>	Area Sales Manager (ASM) moderates the Statistical Forecast. His authorization is restricted to his Items and Region
19 <sup>th</sup>	Zonal Manager moderates the forecast generated by ASM
20 <sup>th</sup> – 21 <sup>st</sup>	Corporate moderates the forecast
22 <sup>nd</sup> – 24 <sup>th</sup>	Supply Chain Planning Team generates Replenishment Plan and Production Plan. S&OP meeting is conducted and final Plan is arrived
25 <sup>th</sup>	Completion of Cycle

## Benefits

- Forecast Accuracy improved from 55% to 75%
- Sophisticated Statistical Techniques other than just 3 Months Average to predict trend and seasonality at Item – Region combination
- Single unified system to collate data from Area Sales Manager and compare with Statistical Forecast

## Integration to SAP

Data from SAP is downloaded through ABAP scripts in flat files in a shared folder. This data is uploaded into Planvisage through the import utility tool. It accesses the flat files from the shared folder and updates in Planvisage database.



## Overall System Architecture

The overall system architecture deployed at Strides is as given below:

- Product built on Microsoft.Net architecture
- Data between client and web-server is exchanged through xml. Client references web server through url address
- .Net framework has to be installed on all the machines. It is available for free from Microsoft web site
- IIS has to be installed on the server. It comes bundled with operation system (Win2000 or XP Professional Edition)
- Business logic and data access layer is deployed over IIS
- Data access references database through ODBC connection
- Different instances of server can be installed within one single IIS
- Database could be SQL or MySQL
- Uses memory resident database for better performance

