



CASE STUDY

Kirin Brewery Company optimizes demand and supply planning with Infor

Kirin Holdings Company, Limited is an integrated beverages company with 30,000 employees and global sales of 2.5 trillion Yen. Kirin Brewery Company, Limited is one of the Kirin Holdings subsidiary companies that also include Kirin Beverage Company, Limited and Mercian Corporation. Kirin Brewery produces and distributes about 800 types of beer and alcohols spanning 60 brands that reflect the company's dedication to ingredients, people, and flavor.



Headquarters

Nakano, Tokyo

Industry

Food & Beverage/CPG

Employees

5,205

Infor product

Infor® Supply Planning
Infor Production Scheduling

Website

kirinholdings.co.jp/english

“ With Infor Supply Planning and Infor Production Scheduling, the user interface for changing our model settings can be done easily by an end-user, who doesn’t have to be an IT specialist. This allows us to use Infor Supply Planning as an optimization engine for our weekly demand and supply plans, and utilize Infor Production Scheduling for highly-effective periodic production plan scheduling in the factories.”

KENJI MAEDA

Senior Manager IT Planning Department, Kirin Company, Limited

Improve planning accuracy

Kirin Brewery Company, Limited, along with Mercian Corporation and Kirin Beverage Company, Limited, are all a part of the Kirin Company, Limited. They all operate in the alcohol and soft drinks industries, and together make up the Kirin Company, Limited integrated beverages business in Japan. The business also pursues growth opportunities internationally by working proactively and closely with local corporate partners to achieve greater synergy. To continue developing an environment that spurs business growth in the highly competitive Japanese beer industry, Kirin Brewery implemented Infor Supply Planning and Infor Production Scheduling. The company recognized how the speed, accuracy, and ease of use of both solutions could help quickly and easily adjust models and forecasts as market changes occur. The capabilities of Infor Supply Planning and Production Scheduling allow Kirin Brewery to develop demand and supply plans in a speedy and efficient manner—enabling the company to deliver fresher and tastier beer to its customers.

Providing higher customer service levels at a lower cost

By developing optimized demand and supply plans through Infor Supply Planning, Kirin Brewery can optimize its stock levels and cut its transportation costs. With this improved optimization engine performance, the company is able to increase the efficiency of its overall operations. With Infor Production Scheduling, Kirin Brewery can now quickly develop independent, day-by-day plans at its headquarters, for all of its factories. Also, Infor Supply Planning empowers the company to create more accurate and optimized demand and supply plans that are integrated with the seasonal demand changes of each product. This puts the necessary resources to work to avoid missed sales from stock-outs—without having to hold large amounts of excess inventory and sacrifice product freshness.

Business challenges

- Help minimize customer's transportation costs by optimizing demand and supply planning.
- Provide end-users with the ability to easily change production, dispatch, and transfer plans.

Business results

- Improved the accuracy and reliability of demand and supply planning.
- Enhanced modeling capabilities that enable adjustments to the demand and supply plans as the market changes.
- Improved decision making by providing factory end-users with more accurate and reliable production planning.
- Increased end-user productivity with a simplified and more intuitive user interface.
- Empowered the company to consider highly complex constraints.

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