



Automotive Case Study

Company Profile

Triumph Motorcycles Limited is the largest British motorcycle manufacturer. Triumph markets over 25 models and more than 80% of the company's products are sold outside of the UK through its 750 dealers in 35 countries.

Baxter's Planning-as-a-Service

Working with clients of all sizes, each with their own organizational challenges and disparities, Baxter offers a range of solutions, from traditional Software-as-a-Service (SaaS), where a client's internal staff controls the planning process, to Planning-as-a-Service, where in-house Baxter experts perform planning activities on a client's behalf.



Learn more about us at www.bybaxter.com
or call us at 512.323.5959.

The Challenge

Triumph Motorcycles America manages the UK-based company's regional operations for North America. Since its inception, Triumph America's inventory of parts, accessories, and clothing to support 225 dealers was warehoused and managed in the company's Georgia facility. When dealer inventory stockouts reached an all-time high in 2011, Triumph knew a change was needed, beginning with the warehouse.

After assessing internal capabilities, inventory management was deemed to be outside of the organization's core competency. The Georgia-based warehouse was closed and the distribution and logistics responsibilities were transferred to UPS and its Louisville, KY operation. Yet moving the warehouse alone would not do enough to improve fill-rates. Triumph integrated Baxter with UPS to:

- Plan and forecast 15,000 SKUs of service parts inventory and accessories for motorcycles dating back to 1989 for 225 North American dealers
- Identify excess and non-moving inventory
- Rationalize seasonality and other demand peaks
- Control weekly air freight shipments from the UK

The Solutions - Prophet and Planning-as-a-Service

Choosing to focus its internal resources on motorcycle service and support, Triumph capitalized on Baxter's managed planning services to implement its integrated service parts planning and forecasting application, Prophet. By enlisting Baxter's expert consultants through its unique Planning-as-a-Service offering, Triumph was able to quickly benefit from multiple capabilities including:

- Forecasting - based on historical demand to identify and prepare for changes and seasonality
- Inventory Optimization – optimize target stock levels for each part in the distribution center
- Supply Order Management – generate recommended supply orders based on sophisticated netting criteria
- Continuous Improvement – based on analysis of Baxter's root cause analytics for each non-optimal fulfillment of demand

The Results

The combined Planning-as-a-Service and Prophet solution yielded important service level improvements to Triumph's dealer network. Baxter's consultants started by removing the excess and non-moving inventory, replacing it with the parts and accessories needed to maintain the 20% improvement in service level that was achieved within the first year of implementation. They also analyzed seasonal demands, as well as other peaks and valleys, to optimize planning and forecasting despite these spikes.

Now that the solution and service levels are stable, Triumph relies on Prophet's intuitive user interface and dashboard reporting for visibility into planning logic that directly drives procurement orders in Triumph's ERP system. Extensive reporting functionality facilitates operational reporting that is important for the global organization, and difficult to access from the company's other IT systems.

Triumph continually evaluates opportunities to utilize Baxter's solution and expertise domestically and around the world. In the meantime, dealers are able to consistently meet and exceed their customers' needs, ensuring the right parts and accessories are available where and when they want them.