

Beiersdorf



OMP Unison Planning™ boosts supply chain performance of Beiersdorf African operations

OMP has implemented its renowned Unison Planning™ solution at the African facilities of Beiersdorf, bringing state-of-the-art planning intelligence to boost supply chain performance. Planners confirm they are delighted.

Beiersdorf, a global skin care company with 20,000 employees in over 170 affiliates worldwide, is best known for brands such as NIVEA, La Prairie, Eucerin, and Hansaplast/Elastoplast. The company has embarked on a **digital transformation journey**, and partnering with OMP is a significant achievement. OMP's Unison Planning™ Solution enables Beiersdorf to streamline its planning activities and achieve **end-to-end visibility**, cross-functional collaboration, and greater agility.

Meanwhile, Beiersdorf's African operations, which include factories in Nigeria and Kenya as well as four distribution centers, already went live in the spring of 2022 with a comprehensive OMP Solution including **supply planning, demand planning, and a full carrier solver**. The implementation is based on OMP for Consumer Goods industry solution and fully connects with the Beiersdorf SAP system.

Planners gain confidence and create value

The implementation allows planners to better cooperate in **matching end-to-end supply and demand** and in organizing Beiersdorf's increasingly frequent product innovations.

In a recent survey, users unanimously confirmed that the solution provides a big leap forward. "We've seen users with little or no advanced planning experience gain confidence with OMP throughout the project and create great value for the company," said Holger Ludwig, Beiersdorf's head of regional planning.

Project leads Karen Schalbrock (OMP), and Anna Buzolina and Mark Helbing (Beiersdorf) are equally satisfied. "It was a tremendous cooperative achievement, leading to tangible results very quickly," they said.

The OMP implementation was supported by Bluecrux, the global value chain consulting and technology company that connected the dots between tool, process, data, and people.



PRESS RELEASE

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About Beiersdorf

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for over 140 years. Leading international brands such as NIVEA, Eucerin, La Prairie, and Hansaplast/Elastoplast are cherished by millions of people around the world day after day.

Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

About OMP

OMP helps companies facing complex planning challenges to excel, grow and thrive by offering the best digitized supply chain planning solution on the market.

OMP's Unison Planning™ Solution has a unique approach. It handles all supply chain planning challenges in a unified way. It's full scope and in-depth. Unison Planning synchronizes all planning stages, horizons, functions and roles. From source to deliver, from strategic to operational planning. The unique combination of services and technology boosts collaboration throughout your value chain, from forecasters to schedulers, from business leaders to technology experts.

Unison Planning is a cloud-based, out-of-the-box solution for industry-specific challenges. Hundreds of customers in consumer goods, life sciences, chemicals, metals, paper and packaging run it to make the right decisions at the heart of their business. Valued as a thought leader by experts as Gartner, OMP invests one out of every three dollars earned into innovation.

Contact

Jan Lemmens, Advisory Manager

☎ +32 3 650 22 80

✉ jlemmens@omp.com