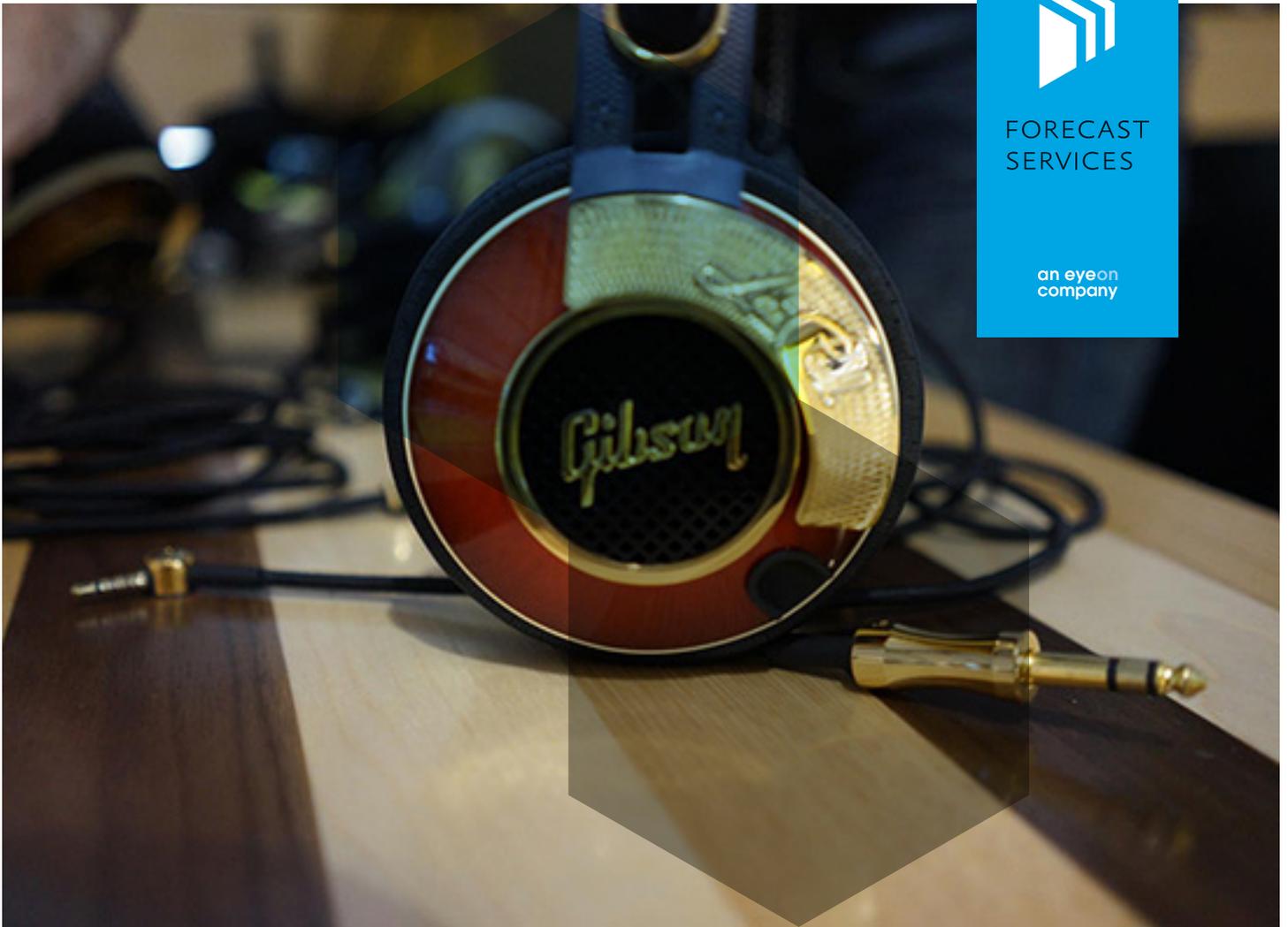




FORECAST  
SERVICES

an eyeon  
company



# EYEON'S FORECAST SERVICES TESTIMONIAL GIBSON: BECOMING #1 WITH EFFECTIVE FORECASTS

Forecast services for monthly statistical baseline forecasting



## Introduction

Gibson Brands Inc. acquired WOOX Innovations in June 2014, Royal Philips' audio, video, multimedia and accessories business. The company's goal is to become the world's # 1 music lifestyle company. Under the name Gibson Innovations, it has ambitious plans for its portfolio of new and established brands (Philips, Philips Fidelio, Onkyo, Trainer). Gibson Innovations with headquarters in Hong Kong is listed among the top music lifestyle companies in the world.

This called for more standardized and streamlined demand planning processes across various sales organizations. Gibson Innovations wanted a leading forecasting and planning company to partner with during this demand planning transition. Besides setting up centralized processes that perform well, the company needed accurate and effective forecast services.

## Project

In September 2014, during a demand planning workshop in Amsterdam the company's best practices in Europe were discussed and evaluated. After this kick-off, EyeOn gathered and assessed company data from various branches and used this information in developing a complete demand planning process including fit-for-purpose tools.

# EYEON'S FORECAST SERVICES TESTIMONIAL



EyeOn's forecast services for four pilot sales organizations was launched in October 2014. Hereafter these services were rolled out to 11 European sales organizations. For the large part of the portfolio, EyeOn is responsible for a monthly statistical baseline forecast. This includes analysing the overall accuracy of this company's demand planning process and identifying improvement potential. Next to that, EyeOn supported Gibson in setting up the standard top-down & bottom-up demand planning process and in providing the supporting tools.

## Results

EyeOn's ongoing forecast services provides stable forecasts equal to if not better than the company's own forecasts in certain categories. By freeing up company time, planners can focus on events and promotions. In this business, seasonality has a big impact on sales, and improvements are being made to capture the trend and the effect it has on sales. By conducting collaborative forecasting with top accounts, forecasts as well as business results can be improved. This resulted for example in significantly higher forecasting accuracy and lower excess stock levels for the DACH sales organization. Statistical forecasting helped to improve especially long-term forecasting of European sales organizations.

*"Eyeon is seen as our long term strategic business partner, providing highly customized solutions to structurally re-engineer our S&OP process to make it more efficient, sustainable and deliver excellent customer service level with a fully harmonized S&OP process. An excellent team of diverse personnel's who are very knowledgeable, experienced and focussed in delivering results."*

**Heidi Fan**, Supply Chain Management Director Gibson Innovations

## Forecast Services: better, efficient and worry-free

In today's dynamic and uncertain business environment, your supply chain planning challenges continue to grow. Your portfolio is more complex than ever. Consumer behaviour is volatile. You face growing pressure on price and margins. To understand and be able to deal with this intricate and erratic market demand, you need high-quality planning. And well-educated and highly skilled planning talent is hard to find. While a solid planning process is a crucial foundation of your business success. With Forecast Services your worries are over. Check [www.forecastservices.com](http://www.forecastservices.com) for more information.

## Interested?

For more information on this testimonial please contact Edward Versteijnen ([edward.versteijnen@eyeon.nl](mailto:edward.versteijnen@eyeon.nl)).