HOW A TOP 15 FOODSERVICE DISTRIBUTOR SLASHED OVERSTOCKS CAUSED BY SEASONAL DEMAND

BLUE RIDGE

CUSTOMER PROFILE

A top 15 foodservice distributor with over 6k customers and 12k+ items faced operational challenges despite their sales success. Managing and delivering inventory across its 4 divisions, while navigating the seasonality of its business, was causing inventory management challenges. Significant capital was tied up in safety stock, and overstocking led to increased spoilage, further impacting their financial health.

> " THE BLUE RIDGE SOLUTION ENABLED US TO IMPLEMENT MORE SWIFTLY AND NOT TAX THE RESOURCES OF OUR IT DEPARTMENT IN A MAJOR WAY. BLUE RIDGE MADE THAT PROCESS REALLY SMOOTH AND EASY."

CHALLENGE

This customer attempted to manage seasonality by overstocking perishable SKUs, leading to spoilage, service level issues, and cash tied up in safety stock.

SOLUTION

Blue Ridge's software tackled seasonality, freeing up capital from excess inventory for more strategic investments.

RESULT

$7.5M
INVENTORY REDUCTION

$2.6M
OVERSTOCK REDUCTION

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BE SUPPLY CHAIN
INVINCIBLE

> " WITH LIFELINE, WE REALLY COULDN'T HAVE ASKED FOR MORE. HAVING PEOPLE ONSITE TO ANSWER QUESTIONS HELPED OUR BUYERS BE BETTER STEWARDS OF THE INVENTORY ASSET."

THE BLUE RIDGE DIFFERENCE

Since implementing Blue Ridge's supply chain planning solutions, this customer has seen many impressive results. These successes include:

- Blue Ridge's supply chain planning solutions and dedicated LifeLine after-care services team allowed for a swift and smooth implementation
- This customer used MEIO (Multi-Echelon Inventory Optimization) to intelligently replenish, manage, and allocate inventory across multiple DCs at the most economical level possible
- In 6 months, they cut $7.5 million in inventory and $2.6 million in overstock
- They also achieved a 99.7% service standard
- Blue Ridge Demand Planning, Forecasting, and MEIO solutions automated the heavy lifting of demand forecasting activity, including identifying seasonality, new items, and other demand variability across the entire product mix

INDUSTRY LANDSCAPE

Food & foodservice distributors that rely on outdated systems or manual processes struggle to keep pace with the industry's dynamic nature. This creates inefficiencies, wasting valuable time and resources on tasks like order processing and inventory management. Poor data flow makes it difficult to make informed decisions, react quickly, and optimize their purchasing strategies. Inaccurate forecasts can lead to stockouts, lost sales, and frustrated customers. These combined challenges squeeze profits and limit growth potential.