

# HOW SEASONAL PROFILES ON THE SKU-LEVEL INCREASED SERVICE LEVEL BY OVER 2%

## CUSTOMER PROFILE

Despite its success across 48 locations and diverse markets (residential, commercial, industrial), a large, family-run HVAC distributor lacked precise supply chain data. This became a hurdle as its seasonal business required the ability to assign seasonal profiles to individual products (SKUs), but its systems hindered this level of specificity. Consequentially, each shift from heating to cooling demand felt like a scramble, hindering proactive planning for future needs.

“WE NOW HEAR LESS ABOUT  
PRODUCT SHORTAGES FROM OUR  
CUSTOMERS THAN WE DID BEFORE  
WORKING WITH BLUE RIDGE.”



## BLUE RIDGE

## CHALLENGE

The team was unable to handle seasonal demand shifts and predict buying trends.

## SOLUTION

Blue Ridge's supply chain planning introduced SKU-level seasonality, enabling more precise forecasts and proactive planning for upcoming demand shifts.

## RESULT

2%

INCREASE IN  
SERVICE LEVEL

~20%

INCREASED  
EFFICIENCY

# BE SUPPLY CHAIN INVINCIBLE



“LIFELINE CUSTOMER SUPPORT WAS ONE OF THE DIFFERENTIATORS THAT SOLD US ON BLUE RIDGE.”

## INDUSTRY LANDSCAPE

HVAC and plumbing distributors are required to navigate a complex environment. Demand variations, combined with inadequate forecasting and outdated supply chain planning, create significant inefficiencies. Fluctuating inventory visibility forces buyers to dedicate excessive time to securing materials.

Without clear data insights, buyers lack guidance for informed purchasing decisions. Scattered supply chain information and limitations of existing ERP systems further restrict visibility and make managing demand exceptions challenging. Supply chain planning software offers a powerful solution to these issues.

## THE BLUE RIDGE DIFFERENCE

Since implementing Blue Ridge's supply chain planning solutions, the results have been consistent. The company's relationship with our LifeLine team made this software implementation a success. Some of these successes include:

- Improved accuracy, which raised service levels from 95% to 97%
- Time and money savings with fewer hours spent on repetitive inventory management tasks
- Increased efficiency of buyer operations by ~20% through the exceptions-based dashboard and out-of-the-box reporting
- Steady visibility into demand expectations, allowing for quick and easy resolution
- Higher customer satisfaction and fewer lost sales
- Streamlined management of seasonal buying due to advanced seasonal forecasting and machine learning capabilities
- Optimized inventory and safety stock