



New Horizon for Wholesale Distribution

A Focus on the Wholesale Distribution Sector

Most supply chain planning software vendors focus on serving manufacturers. For these vendors, wholesale distribution is an afterthought. As a result their solutions are a poor match for the unique needs of distributors.

New Horizon started out in the wholesale distribution sector and it remains our top industry. Our knowledge of this sector enables us to incorporate industry best practices into our applications and to serve as a trusted advisor to our customers.

Our products provide industry-specific solutions for solving distributor planning needs in the areas of demand, inventory, procurement, supply, and truck loading. Our customers include industry leaders such as Aramark, C&S Wholesale Grocers, Global Industrial, Golden State Foods, KFC, McLane, and Young's Market Company.

Industry Challenges

Wholesale distributors operate on razor-thin margins, and taking advantage of every possible efficiency can make or break the bottom line. While a manufacturer can rely on proprietary products with high margins to make up for inefficiencies in their supply chain, distributors have no such luxury.

At the same time, distributors need to have the agility to respond to volatile supply and demand, particularly in today's environment of uncertain economic growth, high inflation, and lingering labor and supply shortages. The key to profitably responding to changing business conditions is to continuously monitor demand and supply and then make better and faster decisions to respond accordingly.

The New Horizon Solution

New Horizon offers a complete supply chain planning suite with capabilities tailored to the needs of distributors. Our core applications for distributors are as follows:

- **Demand Planning:** Leverage Facebook Prophet technology and the latest advances in AI and machine learning to produce the most accurate forecasts possible
- **Buyers Workbench:** Plan purchase orders that meet demand while conforming with vendor requirements, minimizing inventory, and maximizing profits
- **Replenishment Planning:** Plan retail operations down to the store level to maximize on-shelf availability while minimizing inventory
- **Multi-Echelon Inventory Optimization:** Use machine learning to produce more realistic safety stock plans at all tiers of the supply chain and reduce inventory while meeting target service levels

Capabilities Tailored for Wholesale Distributors

New Horizon generates demand, inventory, procurement, and replenishment plans that reduce inventory, increase margins, and improve service levels. Our customers benefit from capabilities such as:

- Forecast demand as accurately as possible, focusing on the most important products by using automated demand segmentation
- Automatically generate order recommendations that meet vendor requirements
- Optimize investment buying by balancing discounts against carrying costs
- Lower transportation costs by optimizing truck loading



New Horizon is a key part of the company's strategic initiative to transform its supply chain. Buyers Workbench enables the company to precisely control inbound replenishment orders, truck load building, and inventory levels in order to minimize costs while maintaining the highest possible service levels for the restaurants.

- Multi-billion dollar foodservice distributor

- Rebalance inventory to improve service levels and reduce carrying costs
- Level-load shipment and receiving capacity
- Streamline item transitions
- Reduce inventory using multi-echelon inventory optimization
- Recommend alternate sources when profitable
- Pull in / push out purchase orders to align with latest demand forecasts
- Make up a vendor's delay time by ordering early
- Take care of special needs such as product shelf life and space constraints
- Generate store-level replenishment orders
- Consolidate orders for international ordering

Proven Results

New Horizon's advanced capabilities have enabled our customers to achieve significant business benefits. Our preconfigured wholesale distribution industry template streamlines implementations so you can get up and running quickly, inexpensively, and with minimal risk. You get value from your solution faster and at a low total cost of ownership (TCO).

Below are just a few examples of the results our distributor customers have achieved:

Leading Foodservice Distributor

- Reduced inventory 15-20% in just 4 months
- Gained ability to quickly and accurately replan purchases in response to changing business conditions

Leading Distributor of Uniforms

- Saved \$500K per year on shipping costs by reducing internal transfers between DCs
- Improved ordering efficiency

Internal Distribution Division of a Top Ten QSR (Quick Service Restaurant) Chain

- Lowered overall inventory by 9% even while the number of restaurants served increased by 64%
- Automated truck load building to optimize the use of truck capacity

To learn more:

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