Automated Forecasting and Replenishment for over 900 Retail Store

“AGR Dynamics is very in-tune with us. There are a lot of suppliers that bring in the product and then you never hear from them again. AGR has been with us since day one. Any time that we have any concerns with the system, we raise these concerns with AGR and they help us out.”
Faisal Ali, Senior Director, Business Analysis and Special Projects at Pet Valu

Pet Valu is one of the largest retail operations in North America dedicated to providing families with food and supplies for dogs, cats, companion birds, wild birds, fish, reptiles and small animals. They strive to provide pet owners with the best selection of pet care items at competitive prices with friendly customer service and convenient locations. Pet Valu is also dedicated to helping animals and shelters in their communities through pet food bank programs, adoption events and national donation drives.

Challenges
- Rapid growth in stores
- Over 7000 SKUs
- High level of performance required

Benefits
- Highly automated replenishment and forecasting system
- Automatic ABC Classification
- Purchasing expediting tool
- Accurate forecasts based on historical data

AGR Dynamics is a supply chain planning specialist offering solutions that optimise the flow of goods throughout the supply chain for distribution, retail and manufacturing companies. The AGR solution increases profits by eliminating unnecessary costs from the supply chain. It uses raw data from any ERP system and automatically selects the best-fitting forecasting method to estimate future demand.

For more information go to: www.agrdynamics.com

In the beginning, Pet Valu was supplying roughly 300 to 400 stores, but has since seen remarkable growth figures over the last year, bringing the total to over 800 stores under the Pet Value store family name, with plans to add even more stores in the near future. These stores offer a variety of over 7000 products, including holistic and premium brands of pet foods and treats, as well as a wide selection of essential and innovative pet supplies, so their replenishment system also needed to be able to handle their enormous amount of SKUs.
Pet Valu evaluated a number of other systems to handle their ordering and inventory processes, but ultimately chose AGR, as it offered a fully automated replenishment system that not only creates the orders based on historical data, but also allows individual stores to edit the automatic orders, if need be.

**Project Roll-out**
Because of the enormous amount of SKUs and the planned expansion of stores, system performance was incredibly important and something always a top priority of AGR Dynamics during implementation. AGR has continuously worked with Pet Valu to make sure that they are able to receive the best functionality out of their arrangement with the heavy load. As the company grows, system performance has presented challenges with the large amount of data, but AGR Dynamics has worked hard to innovate and offer Pet Valu the best solutions for this challenge. “It has been exciting to have Pet Valu as a customer and following their rapid growth strategy. They have contributed a lot to developing new functionality that enables the AGR software to maintain quality performance for such a large setup,” explained Finnur Bragason, Head of Sales and Marketing at AGR Dynamics.

After more than doubling the number of stores from 300 to 800, Pet Valu has not seen a decrease in performance, as Faisal Ali, Senior Director, Business Analysis and Special Projects at Pet Valu explains, “We are very happy with the system’s performance and with the speed in which the system delivers both the forecast and the purchase order proposals.” Along with maintaining the same functionality from their original home-grown replenishment system, AGR has also offered the pet retailer new functionality, including automatic ABC classification on location item bases, purchasing expediting tool looking at which items are coming in and gives first hand visibility of impact on changed delivery times, and setting guardrails, ensuring the system will keep the forecast within certain thresholds to weed out the occasional high forecast.

**Benefits of the AGR Solution**
AGR has helped Pet Valu through order creating, offering accurate forecasts based on sales history, and showing an accurate view of inventory numbers, especially as they have a number of products that can be combined and can make calculating inventory difficult for other replenishment system. AGR provides enough information on file so the inventory analysts can actually look at the whole order and create simulations based on certain vendor minimums, constraints, etc.

Not only is the AGR software stable and fitting to our needs, AGR Dynamics provides great customer service and are a very helpful group of people. As Ali explains, “AGR Dynamics is very in-tune with us. There are a lot of supplier that bring in the product and then you never hear from them again. AGR has been with us from day one. Any time that we have any concerns with the system, we raise these concerns with AGR and they help us out.”