

Case study



Customer: Rosendahl Design Group

Location: Copenhagen, Denmark

Industry: Home goods

Software: MS Dynamics AX

Company Profile

Rosendahl Copenhagen was founded in 1984 and provides elegant and functional Danish design for kitchen and home basics that last a lifetime. Rosendahl products are sold worldwide.

Advantages of Rosendahl's Forecasting from AGR Dynamics

- Better balance between inventory and service level
- Faster reactions to signals from sales
- Easy reporting opportunities that give a continuous overview
- Simple use, quick training for new employees
- Strong basis for managing fixed ranges and campaign products
- Easy to integrate into the many new brands Rosendahl continuously acquires
- Easy to customize without losing the benefits of the standard system



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

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Sharp Forecasting Provides Strong Overview and a Robust Supply Chain

Rosendahl's dedicated forecasting solution from AGR Dynamics enables them to help suppliers deliver more precisely. Getting the forecasts right is imperative for the company, as many of their supplier's delivery times are between three and eight months, combined with large seasonal fluctuations in product demand.

Rosendahl is known for creating items with practical, clean-cut design and offering them at a reasonable price for the home and the dining room. These items include the well-known carafes and drinking glasses. Rosendahl creates solutions in keeping with the Scandinavian design tradition that are sold by store all over Europe.



"We and our dealers are completely dependent on good cooperation with our suppliers, which are located all over the world. This is where our forecasting plays a key role, because a sharp forecast is a great help to our suppliers to produce and deliver at the rate our customers demand the products," says Logistics Director, Per Munk Nielsen.

Rosendahl's suppliers are huge subcontractors in Southern Europe, Turkey and Asia, which have a delivery time of between three and eight months. Such a long delivery time is in and of itself a big challenge, and in combination with items that are greatly affected by seasonal fluctuations, precise forecasting is vital for their business operations.

Suppliers Get a Helping Hand

"An accurate forecast is crucial for us to be able to plan inventory and purchases and create an optimal balance between service level and inventory. Some of our suppliers are so big that we must reserve production capacity many months and half years in advance. Although we must have produced perhaps 700,000 drinking glasses a month, we do not fill the large global subcontractors," says Per Munk Nielsen.

Rosendahl, of course, must work to meet the needs of their customers, but the design company must also work to make itself attractive to suppliers. "Our forecasting plays a big role here, and we must say that we are incredibly satisfied with our solution from AGR Dynamics. It is easy to use, quick to learn for new employees, and it works well with our Microsoft Dynamics AX solution. One of the most important gain of the system is perhaps the effective reporting tool, which gives me and my employees an accurate overview of the goods and purchasing flows on an ongoing basis," he says.