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## **Bristlecone Introduces Accelerated Demand Planning Service for Consumer Packaged Goods Companies**

*Shrinks Deployment Time From Six Months to Six Weeks*

**Milpitas, CA - March 11, 2008** -- Bristlecone, one of the industry's most trusted [supply chain business advisors](#) and solution providers, today announced a new [accelerated demand planning](#) service for [consumer packaged goods](#) (CPG) companies that slashes deployment time for a demand planning system down to an efficient and unprecedented six weeks. The new service leverages Bristlecone's blueprint for best practices in demand planning for CPG companies, and includes a pre-configured SAP-based demand planning solution, integration data templates and pre-packaged reports and analytics.

The consumer packaged goods industry is challenged to reduce costs, while also needing to carry enough inventory to meet constantly-changing consumer demand. Streamlining the demand planning process is key to achieving this balance. However, lack of availability of accurate demand data at various levels of detail, complexity associated with planning large numbers of product/location combinations, low forecast accuracy, long planning cycles leading to sluggish responsiveness to market changes and frequent new product introductions with no historical data are just some of the many challenges that must be overcome. A comprehensive demand planning system helps to address these issues.

However implementation of such systems typically takes more than six months. Such long deployment timeframes increase the risk of changing requirements and mismatched deployment. In addition, longer projects typically have extensive resource requirements, making it hard to start such projects on time. Bristlecone's Accelerated Demand Planning service addresses all these issues head-on by enabling mid-sized organizations in the CPG industry to deploy such systems in less than six weeks and achieve unprecedented time-to-value.

"This new service is a radical improvement in the way consumer packaged goods companies will be able to address their demand planning challenges," said Ashok Santhanam, President and CEO of Bristlecone. "It will give companies a dramatic competitive edge, while enabling them to significantly reduce their supply chain risks of stock-outs or excess inventory, which become especially significant in a slowing economy. This service highlights the continued stream of new thinking in supply chain that customers have come to expect from Bristlecone."

For additional information on Bristlecone's Accelerated Demand Planning service, please visit us at [www.bcone.com](http://www.bcone.com)  
About Bristlecone

Bristlecone ([www.bcone.com](http://www.bcone.com)) is a leading consulting and systems integration firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from [supply chain strategy](#) and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved [supply chain planning](#), [sourcing](#), [execution](#), [analytics](#), and [data management](#), and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. [Bristlecone clients](#) include globally recognized companies such as ABB, Applied Materials, BP, Exxon/Mobil, Freescale Semiconductor, Georgia Pacific, HP, LSI, Mahindra & Mahindra, Nike, Qatar Petroleum, Petronas, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool. For more information please visit [www.bcone.com](http://www.bcone.com)

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