How Do You Make Profitable Decisions with Improved Visibility and Data Clarity?

Improving overall forecast accuracy and reducing forecast bias across >90 countries

One of the world’s largest crop chemical producers, Syngenta International AG helps humanity face one of its toughest challenges – how to sustainably feed a growing population. The enterprise provides products that help farmers achieve global food security for more people while enabling those farmers to produce healthy, premium crops and minimize their use of precious natural resources. To better support farmers and customers worldwide, Syngenta needed consistent planning processes and faster planning cycles.
With the SAP® Integrated Business Planning solution and implementation partner Infosys, Syngenta was able to:

• Harmonize sales, operations, and demand planning processes to increase efficiency with a flexible data model and preconfigured templates and integration
• Reduce inventory by improving overall forecast accuracy by 10% through statistical forecasting
• Reduce lost sales related to forecast error by nearly 20%
• Identify the best forecasting technique for each product, based on demand variability and business importance
• Use diagnostic analytics in flexible dashboards to strategically direct the business
• Enhance business performance KPIs
• Shift internal functions such as sales, marketing, planning, finance, and production from just communicating to collaborating, so the business can make better, more-timely decisions
• Achieve real-time insights and monitoring on aggregated and detailed levels, as well as operational and financial planning enabled by simulations

Syngenta reduced its time spent on generating forecasts by 38% to enable better decision-making and business growth.

“SAP Integrated Business Planning helps us improve inventory placement to maximize sales revenue opportunities, while minimizing working capital at Syngenta. And with a reduction in time spent forecasting each month, we can focus more on servicing the farmers and channel partners who depend on us.”

Austin Parrish, Head of Business Planning, Syngenta AG

Syngenta International AG
Basel, Switzerland

Industry
Chemicals
Employees
28,000
Revenue
US$12.65 billion
Featured Solutions and Services
SAP Integrated Business Planning