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By Press Release October 6, 2015

Herlitz IM Extends Visibility for Customer Promotional Success with HIMPACT Software



BOSTON (Oct. 6, 2015) < Herlitz Inventory Management, leading innovator in scientific demand forecasting, replenishment and optimization, announced today that HIMPACT supply chain solution has been enhanced to improve promotion execution and demand tracking to a more granular level, down to the customer/chain and store levels. This change greatly improves planning and execution for promotions and demand forecast accuracy for frequently promoted products.

Imperial Distributors, leading distributor of non-foods and merchandising services throughout the US, has been a customer of Herlitz IM since 2012 and recently deployed revolutionary new functionality with HIMPACT. "The new demand filtering is a game changer for us," Manager of Procurement at Imperial Distributors Marc Lajoie said. "With HIMPACT's demand filtering, we can now drill down and identify by chain and region and store what was sold on promotion. The new HIMPACT approach helps us better understand customer promotions and provides our buyers greater visibility to true demand

Since 2011, Imperial Distributors has expanded their distribution network, increasing their customer sales volume by over fifty percent. "HIMPACT has helped us become more efficient. We have been able to grow the business, maintain our high service levels and improve inventory turns without adding additional buying staff," Imperial Vice President of Supply Chain Perry Lundberg said.

HIMPACT offers innovative daily re-forecasting, seasonality within the week, promotion filtering at the chain/store level and daily analytics. These attributes provide better visibility into demand shifts. These translate into better buying decisions and smooths the flow of products in the supply chain while lowering costs and providing superior service.

"Retailers and distributors are highly promotionally driven, the life blood of their business," CEO of Herlitz IM Carl Herlitz said. "HIMPACT now extends demand forecasting and event planning down to the store level even if they are your customer's stores. This improves the accuracy of demand forecasting and the flow of product."

According to Herlitz, leveraging today's "big data" improves customer service at the store level and improves distribution center fill rates. HIMPACT caters to both the retailer with several regions and the wholesaler with multiple chain customers. Both users can track promotions more accurately with HIMPACT's extended visibility, improved service and lowered costs for everyone in the supply chain.

About Herlitz Inventory Management

Founded in 2009, Herlitz Inventory Management (Herlitz IM) provides tightly integrated Demand Forecasting, Order Optimization, Promotion and Forward Buying. Herlitz innovative designs are an industry standard; used by thousands of companies to optimize inventory. With end-to-end visibility and new insights, HIMPACT is uniquely suited to today's marketplace, delivering optimized buying quantities, highly satisfied customers and tighter inventory management. Our multi-echelon solution HIMPACT is a ninth generation product built on the core principle, "We make purchasing work for people." HIMPACT delivers best results in under ninety days. For more information, visit <http://herlitzim.com/>.

About Imperial Distributors

Imperial Distributors Inc. is a leading distributor of non-foods and merchandising services to over 2,000 food stores throughout the US. The company, founded by Frank B. Sleeper in 1939, now employs more than 700 people, in its two warehouse locations in Auburn and Worcester, Mass. For three generations, Imperial has relied on a service-oriented approach to meet the needs of its customers and successfully develop trusted partnerships with many of the leading chain and independent supermarkets in the US.

Details

Published: 06 October 2015