

How Do **Unified Planning Processes** Revolutionize E-Commerce?

Providing more than **15 million customers** with a comfortable place to sleep and relax

Headquartered in South Korea, Zinus Inc. is a rapidly growing name in mattresses and furniture. Since its founding in 1979, the company has gained international recognition for an e-commerce experience that provides customers with in-home comforts faster than the competition. Today, Zinus has set its focus on global expansion. To accelerate this growth, Zinus knew it needed a **resilient supply chain**. This required moving from spreadsheet-based planning to an integrated planning system that could support automated statistical forecasts and real-time simulations.



Operating on a Single Source of Truth with **SAP® Integrated Business Planning for Supply Chain**



Before: Challenges and Opportunities

- Create harmonized visibility across the supply chain and enterprise to improve decision-making and supply chain performance
- Gain the agility to respond to changing customer demand and market conditions

Why SAP and Camelot ITLab

- SAP® Integrated Business Planning (SAP IBP) applications for Supply Chain to digitalize supply chain processes, integrating sales and operations, demand forecasting, and inventory planning
- SAP IBP application for demand, providing capabilities for improved demand management
- Automation and integration capabilities of SAP IBP to reduce manual work
- Native integration between SAP IBP applications and SAP S/4HANA®
- A starter kit for SAP IBP from partner Camelot ITLab, helping jump-start the implementation

After: Value-Driven Results

- Harmonized planning and execution thanks to an improved sales and operations planning process across the organization
- Improved forecast accuracy, optimized planning results, and increased customer satisfaction by using forecast algorithms to better predict and prepare for demand
- Empowered planners with powerful supply chain analytics and what-if simulations to support informed decision-making
- Gained the ability to better handle exceptions through alerts
- Increased overall visibility across the supply chain

“Our partner Camelot provided **completely virtual project delivery** across several time zones. This outstanding and very focused approach not only accelerated our implementation of SAP IBP, but it also opened the door to innovation.”

Claud Noh, Corporate Chief Information Officer and Vice President, Zinus Inc.

One

Source of truth for business data

Greater

Forecast accuracy

Featured Partner



Zinus Inc.
Seongnam-si, South Korea
www.zinus.com

Industry
Wholesale distribution

Products and Services
Mattresses and furniture

Employees
~1,200

Revenue
~US\$ 1 billion

Featured Solution
SAP Integrated Business Planning and SAP S/4HANA

THE BEST RUN



Improving Forecast Accuracy and Customer Service with Integrated Business Processes

At Zinus Inc., SAP® Integrated Business Planning (SAP IBP) applications for Supply Chain have enabled resilient supply chain operations that support the company's plans for robust future growth. This agility has helped Zinus better address disruptions caused by the COVID-19 pandemic.

SAP IBP has enabled Zinus to establish integrated business processes for global demand management, supply chain planning, and sales and operations planning (S&OP). To support demand planning, Zinus implemented the SAP IBP application for demand. In addition, it has deployed individual S&OP modules, including native integration to SAP S/4HANA®. With an integrated platform for supply chain planning, Zinus is now taking advantage of cross-departmental collaboration. This is enabling employees to make better decisions using real-time insights gained through a single source of truth.

The SAP Smart Data Integration service further empowered Zinus to transfer and transform data between SAP S/4HANA and SAP IBP for improved enterprise-wide planning.

The company's implementation approach applied deployment best practices gained through a starter kit for SAP IBP from partner Camelot ITLab.

"We're operating as one, toward one target. That is, SAP IBP provides us with a single source of truth that **puts us on a unified path** to reach our business goals."

Claud Noh, Corporate Chief Information Officer and Vice President,
Zinus Inc.

