



CP Foods Implements Exceedra's Forecasting Solution to Improve Forecast Accuracy and Availability.

London, 7th July 2011: Today CP Foods, one of the largest added value food producers in the world, announced that they have successfully implemented Exceedra, a leading software solutions provider of Insight Driven Planning, after a six month project to improve planning and forecasting, and integrate into Microsoft Dynamics.

Part of the Thai Group, CP Foods Ltd has a turnover of £140million, and supplies chicken and prawns to major retail multiples, wholesalers and other food manufacturers. With 12 week minimum lead times on product, further extended by a complex agricultural supply chain and with perishable products, CP Foods needed to implement a solution that would enable high growth and improve productivity.

"High availability is key to supplying the UK grocery sector." explains **Neil Davies, Supply Chain Manager at CP Foods**. "With a variety of short shelf life products, accuracy and speed in the forecasting process is crucial. Exceedra have a very deep knowledge of the food and beverage sector, and were able to demonstrate how they could help us increase forecast accuracy and stock availability. To go live in six months is an achievement and we are now seeing the first results of the implementation with improved forecast accuracy which will improve availability and working capital. The tool will help us implement a strong S&OP (Sales & Operations Planning) process and deliver higher levels of productivity from the Planning Team in the UK and Far East"

"CP Foods is a solid business working in a challenging category in the food sector" explains **Richard Nicholas, Director at Exceedra** "the combination of short shelf life products and long lead times, improving forecast accuracy and speed will enable them to ensure availability is maximised, and that they can be cost competitive. The solution integrates with Microsoft Dynamics and has given the business better visibility and the platform to support their S&OP process. We look forward to supporting CP in delivering further benefits in the coming months".

About Exceedra

Exceedra, established in 1987, is a leading software vendor focused on Commercial and Supply Chain Planning. Exceedra products help companies in Consumer Goods, Manufacturing, Retailing and Wholesale sectors improve revenues, margins and service levels through improved insight and planning.

The company supports a global customer base and has a history of innovation and leadership. Exceedra is passionate about providing quality software that delivers profitable business benefits and increases productivity for our customers.

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