How a Global Leader in Energy Drinks Improved Forecast Accuracy and Supply Chain Productivity with 3SC



8%	3%	15%	17%
Improvement in Forecast Accuracy	Reduction in Cost to Serve	Improvement in Productivity	Improvement in Planner Efficiency

About the Client

The client is a global leader in the energy drinks category, managing a complex international supply chain across planning, suppliers, inventory, imports, distribution, freight, order management, and customer service.

As operations scaled, fragmented data, manual interventions, forecast bias, and limited end-to-end visibility made it difficult to coordinate demand and supply signals, identify risks early, and respond proactively. The business needed a connected planning environment that could improve visibility, support faster decisions, and reduce reliance on manual intervention.

> 3SC helped us move from fragmented, reactive decision-making to a more connected and proactive supply chain model. With better visibility, earlier risk identification, and stronger decision support, our teams are now able to respond faster and plan with greater confidence.
>
> ***Senior Supply Chain Executive***

The Challenge

- Poor visibility of demand and supply signals across the organisation
- Limited use of advanced data analytics in supply chain decision-making
- Forecast bias resulting in high forecast error and elevated Days of Supply
- Scattered data and dispersed information across different business functions
- Non-optimal freight and warehouse network management
- Limited ability to proactively identify supply chain risks and translate them into recommended actions
- High levels of manual intervention across planning and operational workflows
- Lack of a unified environment connecting supply chain visibility, decision-making, and execution

The Solution

Building an End-to-End Digital Control Tower for Visibility, Decisions and Automation

3SC deployed an end-to-end Digital Control Tower that connected planning, suppliers, inventory, logistics, orders, customer service, and master data within a unified decision environment, supported by Risk AI for proactive exception management.

Integrated Control Tower

A digital representation of the physical supply chain was created to provide end-to-end visibility across distribution, inbound suppliers, raw material and finished goods inventory, master data, and planning. This established a single source of truth for planners and decision-makers.

Proactive Alerts and Decision Support

Reactive and proactive alerts helped planners identify exceptions earlier and focus on issues requiring intervention. Predictive and prescriptive analytics enabled scenario analysis, trade-off evaluation, and more informed decisions across inventory, logistics, production, suppliers, and customer fulfilment.

AI-Enabled Risk Management

Risk AI monitored risks including overstock, understock, obsolescence, shelf-life, logistics OTIF, supplier performance, production adherence, resource utilisation, and raw material availability.

AQRA-Based Mitigation

3SC's AQRA framework enabled teams to Anticipate, Quantify, Recommend, and Automate responses to identified risks. Recommended actions could translate into Production Orders, Stock Transfer Orders, and Raw Material Procurement Orders.

Automation and Explainable AI

AI-enabled automation supported data cleansing, prediction, optimisation, and exception-based workflows, while explainable AI helped planners understand the factors behind predictions and recommendations.



Implementation Scope

- End-to-end Digital Control Tower deployment
- Supply chain planning integration
- Distribution and Inbound Supplier Control Tower
- Raw material and finished goods Inventory Control Tower
- Master Data Management
- Import and Purchase Order Management
- Distribution and Freight Management
- Predictive and prescriptive scenario analysis
- AQRA-based risk anticipation, quantification, recommendation, and automation
- AI-enabled workflow and information-flow automation
- Explainable AI and planner decision support
- Gamified value reporting

Why 3SC

3SC combined Digital Control Tower capabilities, predictive and prescriptive analytics, Risk AI, and supply chain automation to move beyond traditional visibility. The solution helped planners understand exceptions, assess their impact, determine the right response, and progressively automate execution.

By connecting planning, suppliers, inventory, logistics, orders, and customer service in one environment, 3SC enabled a shift from fragmented, manual decision-making to a more proactive, analytics-led supply chain operating model.

