



“DynaSys have the solutions we need to support us efficiently as our business grows, and to stay in step with the group’s development, making our supply chain a competitive advantage.

**Marie-Claude Cevalte, Supply Chain & IS Director, Mayoly Spindler**

CUSTOMER CASE STUDY

**MAYOLY SPINDLER**

## FORECASTING, DEMAND MANAGEMENT AND PLANNING THE WINNING HAT-TRICK FOR EFFICIENT CUSTOMER SERVICE!

### THE COMPANY: MAYOLY SPINDLER

Mayoly Spindler is a French independent family-owned pharmaceutical company which has managed to develop its activities over several decades in specialist pharmaceuticals, building a reputation for efficiency and safety.

At Mayoly Spindler, activities embrace multiple therapeutic areas such as gastroenterology, rheumatology, ENT, general medicine, consumer health care and dermo-cosmetics with the Topicrem range.

Today, the company is particularly proud of its identity as a business on a human scale. Responding to pressure from the medical profession, and constantly

endeavoring to improve the quality-of-life and public health, Laboratoires Mayoly Spindler stands apart in its strong dynamism and professionalism.

To support the company's growth, Mayoly Spindler opted to develop a 3 year improvement plan involving the implementation of a Demand & Supply Chain Planning solution.

Company turnover was steadily growing, reaching €157 million in 2012, 63% generated in France and 37% from the international market. With a staff of 450 people, operating out of more than 70 countries and with 4 production facilities in France, Mayoly Spindler ranks 8th among French pharmaceutical companies.

"Mayoly Spindler's global supply chain has significantly developed since 2007, arising from our wish to support the company's growth through an efficient organization. There is no getting away from the fact that competition in the pharmaceutical industry is increasingly keen and the group's ambitions are extending inexorably to the international field, demanding a process capable of optimizing customer satisfaction" said Marie-Claude Cevalte, Supply Chain and IS Director of the group. "A general audit of our operating methods during the third quarter of 2007 to identify the openings for progress and improvement potential, culminated in the proposal of a 3-year Progress Plan, validated in October of that year."

### THE PROGRESS PLAN FOCUSED ON THREE MAJOR OBJECTIVES

- Making the major input of the supply chain dependable, that is, reliable sales forecasts
- Anticipating & controlling the availability of products
- Optimizing demand management

### THE CHALLENGES

According to the Supply Chain Manager, Christophe Napiot, "The major challenge confronting supply chain planning is helping the main players in the various departments of the group to make the right decisions, and increase the reliability, through a seamless integrated collaborative process. This is the key role to be played by Demand Management in terms of sales forecasts, anticipation of risks and opportunities".

Drawing on impetus from these considerations, Mayoly Spindler initiated an S&OP (Sales and Operations Plan) approach aiming essentially at:

- Maximising their customer service level
- Boosting coordination of activities between company functions, and establishing more open and transparent communication
- Improving sales by reducing lead times & shortages
- Reducing inventory levels, unsold items and costs generated by emergency expedites
- Meeting the annual budget

### HIGHLIGHTS

<b>Company</b>	Mayoly Spindler
<b>Headquarters</b>	France
<b>Industry</b>	Life Science
<b>Products</b>	Pharmaceuticals and cosmetics
<b>DynaSys Solution</b>	Demand Planning and Production Planning

## DYNASYS DEMAND & SUPPLY CHAIN PLANNING SOLUTION

Mayoly Spindler selected DynaSys solutions in January 2008. Marie-Claude Cevalte, Supply Chain and Information Systems Director explains: “We selected DynaSys based on a traditional process involving the determination of our requirements, market analysis and compliance with specifications. DynaSys provided the most comprehensive and best integrated offering, the one closest to our needs and strategy.

Our sales directors were closely involved with this decision because we considered it essential that they understood and took ownership of the solutions we were about to implement.”

## DYNASYS SOLUTIONS WITHIN MAYOLY SPINDLER GROUP

- Demand Planning to develop sales forecasts and create a consolidated, collaborative and reliable vision of future demand
- Production Planning to optimize strategic production plans (S&OP) and operational production plans (MPS)

Today, more than 30 employees are using DynaSys solutions at Mayoly Spindler, with profiles and solution access customised to their roles in the various supply chain processes.

## INTEGRATION, THE KEY FACTOR FOR SUCCESS

“Effective coordination needs effective integration.” says Christophe Napiot. “Integrating information systems is an essential part of supporting out business processes. Hence our decision to support the redesign of our supply chain using two integrated modules: Demand Planning and Production Planning.”

Two projects were begun to run sequentially one after the other. The first involved Demand Management and the second Production Planning.

Mayoly Spindler’s decision was to set up a centralized business model to support the group’s strategy, with centralized demand management and planning. The project was also aimed at harmonizing Mayoly Spindler’s pharmaceutical and cosmetics activities.

Finally, production sites refocused on their core business: ‘producing at the lowest cost, in a timely manner and to the required level of quality’.

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## THE BENEFITS

- Dramatic reduction of inventory shortages and significant reduction in inventory levels of finished products
- Improved sales forecasting reliability
- Time saving and increased accuracy when validating forecasts
- Centralized information and a monthly process which is robust and collaborative
- Enhanced logistic performance and increased responsiveness through better planning
- Anticipation and responsiveness through continuous monitoring of finite capacity plans and planning actions
- A simple, centralized and consolidated vision based on a 15-month mixed horizon (weeks/months)
- Full control of MPSs and Net Requirement Calculations and subsequently of inventories and product availability

## MAYOLY SPINDLER IMPLEMENTATION OF DYNASYS SOLUTIONS

**10%** INCREASE  
**SALES FORECASTING RELIABILITY**

**OPERATING OUT OF MORE THAN 70 COUNTRIES**

**DRAMATIC REDUCTION OF INVENTORY SHORTAGES**

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