

Your Decisive Competitive Edge.

Synchronized Demand Replenishment

Athena's Synchronized Demand Replenishment (SDR) solution allows a company to *deliver to its customers based upon demand of the market*. As a result, companies will experience:

- An increase in sales due to reduced shortages and stock-outs,
- A significant reduction in inventory levels,
- Faster delivery to customers,
- A smoothing of production based upon actual market demand,
- A decrease in inventory obsolescence,
- A dramatic improvement in overall cash flow and bottom-line profits, and
- The elimination of a reliance on forecasting demand.

Our proven methodology is based on a “**pull distribution**” process that synchronizes the aggregation of actual market consumption with production, warehousing and logistics.

The effective implementation of our solution involves a comprehensive and collaborative review and understanding of the key integration by supply chain participants (vendors, freight carriers, customers, etc.) to develop the process required to implement the most viable solution.

The objective is to establish the **right levels of inventory at the right place, at the right time**. This is accomplished using *Theory of Constraints (TOC) methods in implementing a demand pull process including:*

- Enabling the transfer of real consumption data from all stock locations
- Replenishing based on actual demand from the main (plant or central) warehouse to consumption points
- The application of TOC based buffer management to monitor the inventory targets at each stock location according to consumption and readjusting them as required

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