

Customer Snapshot: Shutterfly

Product Rationalization, Supply Chain Planning BPR and Implementation

Company Background



Industry: Web 2.0
Location: USA

Like a typical web 2.0 SMB with rapid growth Shutterfly had grown fast (>\$250 mill. run-rate) with manual XL based supply planning.

Challenges

- Rationalize the product portfolio and come-up with Bill-of-Materials with common components that support postponement strategies
- Re-assess the inventory policies and stream-line the S&OP process across the product lines
- Re-Engineer the XL based supply planning process to enable an efficient direct material procurement shared service.

Solution

Rationalized Shutterfly's product portfolio, fine-tuned their inventory policies using postponement strategies applicable to common modular components and re-engineered their supply planning process and implemented them using :

- Oracle Inventory
- Oracle Bill-of-Materials
- Oracle Discrete Mfg. and
- Oracle Procurement

Gaea's Role

- Analyze and rationalize Shutterfly's product portfolio and re-structure their Bill-of-Materials with modular components to enable postponement strategies
- Evaluated Shutterfly's current inventory policy and devised safety stock policy that takes into account the seasonality of the demand as well as the accuracy of the forecast
- Re-engineered Shutterfly's supply planning process taking into account ordering policies and requirements for both critical components and consumables