



MICHELIN DÉPLOIE DDMRP À GRANDE ÉCHELLE

Le cabinet Agilea, partenaire de Fapics est fier d'accompagner Michelin sur plusieurs pilotes DDMRP depuis leurs débuts en 2015.

- 3 usines pilotes et des centaines de références pilotées par la demande : **Michelin est Demand Driven.**
- Découvrez les témoignages des chefs de projets de ces périmètres pilotes, dans un extrait de la newsletter Michelin.

Les chefs de projets viendront témoigner à l'occasion du congrès Fapics de leur démarche et des résultats obtenus, au cours de 2 événements :

- [Matinée d'échanges entre praticiens DDMRP AGILEA, le 5 juillet à Lyon >>](#)
- [Congrès DDWorld & Fapics, du 5 au 7 juillet à Lyon >>](#)



ALESSANDRIA (AIM Export pilot)
Stefano Ruo-Rui
DDMRP Project Manager for ALE

Alessandria is the pilot DDMRP site for 100% Export CADs for AIM Zone. This new methodology has allowed us to work on actual demand rather than on forecasts, bringing customers and the factory closer together.

The planning philosophy has changed: previously, the stock was used to meet the needs of future forecasts, but **now the stock is considered as a resource, positioned at a strategic point and consumed only when the order is generated.** Moreover, the factory is now aware it is the genuine owner of the stock physically present in Factory Warehouse, and it has become more responsible.

By working on the actual orders, the demand signal has become more stable. We had noticed in certain cases that the signal coming from the traditional systems was amplified by inaccurate parameters such as safety stock or forecasts.

Eliminating these effects has helped to reduce the physical stock present in the Factory Warehouse and to free up production capacity for other dimensions, while improving the level of service. The weekly review carried out with the AIM Zone enables us to confirm the data and adjust our production to the latest information received.

The figures speak for themselves: the ISL average for the last quarter of 2016 was 89.3%. For the first four months of 2017 we have achieved a rate of 98.6% and have reduced our stock by 10%.

We are aware that the export market is a special market. That is why we are currently working with PLE to assess the possibility of extending DDMRP to other Multi-Market products in order to confirm the benefits we have observed.



Pour lire l'intégralité des témoignages en anglais

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Découvrez les articles [sur le blog d'Agilea.](#)