





## SAMES KREMLIN Demand Driven Journey

Demand Driven Supply Chain Professional

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#### Agenda

## SAMES SKREMLIN

- 1. Sames Kremlin organization
- 2. Initial implementation
  - 1. Stains Factory Pilot
  - 2. Meylan Factory Pilot

#### 3. Sustain, expand and overcome

- 1. Stains Factory deployment
- 2. Meylan Factory deployment
- 3. Distribution deployment : USA and China
- 4. Improvement once the implementation was stabilized
- 5. Biggest lessons learned







## **Sames Kremlin organization**

#### SK is part of EXEL Industries group



EXEL Industries

A WORLD LEADER IN PRECISION SPRAYING SOLUTIONS



AGRICULTURAL

PRECISION SPRAYERS

"Spray the right dose in the right place at the right time

SAMES KREMLIN provides industrial solutions for production increase, quality improvement, material & cost savings



Supporting the industrial process from assembly, protection against the environment to finish by beautifying manufactured products

SAMES KREMLIN has 6 ranges of products (manual guns, automatic and robotic applicators, a wide range of pumps & machines for fluid handling, dosing, mixing & dispensing)

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SAMES SKREMLIN AIRSPRAY and AIRMIX range : highest spraying quality





Airmix® creator in 1975, the perfect equilibrium between quality of finishing and productivity





AVX Automatic Pistol MTS + spare – high runner



**AIRMIX®** pump Pump system MTS – high runner



PU 3000

**AIRLESS and REXSON range : spraying high viscosity** 

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Extrude beyond what is possible, deposit with pinpoint precision









Volurex **Automatic** doser



Quattro pump Pump System



**REXSON** pump Pump Systems



BOOSTER System 2K

MTO – low runner

## ELECTROSTATIQUE LIQUID and POWDER range : spraying with better performance





## ETO projects

e.g. in automotive industry : customers paint lines shutdown specifically for the project installation. The new painting line must be running on time after shutdown (high penalties if delay).

Project LT is ~4 months from order entry to installation on site : studies (mechanical, electrical), specific procurements, manufacturing, tests as real at SK and onsite implementation.

Up to 5000 hours, 10 levels of BOM, 5000 SKU, 10 weeks supply lead time  $\rightarrow$  Material synchronization is a prerequisite to deliver projects on time

#### Our main markets





#### SK manage very diverse SC environments

5

G

Plants

17

Subsidaries



5555

- Worldwide suppliers : Lead Time up to 1 year - Manufacturing : 2 plants in France (Stains and (5 Meylan)

From ETO to MTS environments

MLT : from 2 days to 3 months

BOM : from 1 to 10 levels

**170** M€

G

**800** Pers.

Customer LT : less than 1w for 80% of the orders

- Worldwide distribution : air freight & sea freight





## **Initial implementation**

#### **SAMES KREMLIN symptoms before DDMRP**



- ... too many stockouts for MTS despite too much inventory (...obsolescence)...
- ... too much WIP : production started an assembly but couldn't complete it due to shortages on components...

... extra time (...costs) for ETO to deliver on time despite project delays...

### ... loss of confidence from our customers

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#### DDMRP pilot : OTIF as a primary objective for MTS

Before DDMRP pilot, planning and execution on that scope were done with a mix of MRP (80% forecast accuracy) and Kanban. Still service level was low. After DDP training and lectures, DDMRP was considered as a potential solution



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Secure availability for customers (internal and external) SAMES (KREMLIN



Buffer levels and adjustments : go live with "as is" data SAMES SKREMLIN



Based on these initial simulations, the pilot go-live was validated

#### Net flow and execution : priority based on color







Daily priority for the workshop  $\rightarrow$ replenishment of FG buffers and maximize VE. availability

**Customer Lead Time** 

Multi-skilling and flexibility  $\rightarrow$ 

**STAINS** 

Pilot : results after 6 months  $\rightarrow$  let's deploy in Stains !



#### DDMRP pilot : OTD a primary objective for MTS/ETO

Before DDMRP pilot, Meylan was facing low OTD. As Stains and Meylan former companies merged, DDMRP was considered as a potential solution for Meylan



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Secure availability for both spare parts and MTO/ETO SAMES SAMES

**STRATEGIC** PULL PROTECT POSITIONING 28-77d 1d 5d 00 MEYLAN Non-packaged Valves \*15 Components QC at Internal Suppliers Assembly customers entrance External customers Subcontracting **Packaged Valves \*1** 



- One big issue raised : the theoretical average stock on hand was 30% higher than actual stock. Simulations were not acceptable as, even to secure service level, stocks couldn't increase
- → Before go-live of the pilot, the parameters had to be changed so that simulations could be validated

STRATEGIC

POSITIONING



#### PROTECT

PULL

# Involvement of the suppliers to negotiate new lead time and MOQ

- Some suppliers could reduce both MOQ and lead time
  - Eg. They had implemented Kanban loops (MOQ reduced to Kanban quantity and products were available)
  - Eg. MOQ was reduced to packaging size (117 pces!) which helped to smooth the supplier production
- Some suppliers couldn't reduce MOQ (set up constrains) but could reduced lead time
- Some suppliers didn't want to change MOQ and LT (fear of change)

Internally, MOQ was drastically reduced from a week to a half day, or a maximum of a day

#### Net flow and execution : priority based on color



0

Action à réalise

Relancer + Commande

Commande

#### PROTECT

н

TOG

161

84

15 29

w 211

134

On Order

163

On Hand

23

109

PULL

On Hand

Position

61% 1.

% Buffer

Penetratio

Current OH

Buffer

Status

1309

1719

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	Approvisionneur	SKU		
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16	SERRANO	900009033	PISTON M	

STRATEGIC

POSITIONING



Every morning, a 5minutes meeting was organized with the planners to look at netflow and to launch purchase order and manufacturing orders.

Available

Position

3-Y

Sales

Order

Demai

27

27

Available Flow

82

156 2-G 138



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#### Pilot : results after 4 months $\rightarrow$ let's deploy in Meylan

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#### STRATEGIC POSITIONING

#### KPIs on the 01/10/16 :

- 81% OTD\* (spare parts shipped at D+1)
- Average work order
   MOQ: 260pcs
- Actual lead Time : 14d

Zone	SOH alert	Stock actuel (€)
В	40	
G	8	
Y	1	A P 5
R	4	S A
Total	53	



\*OTD = On Time Delivery, based on customer requested date

#### PROTECT

#### KPIs on the 01/02/17 :

- 100% OTD\* (spare parts shipped at D+1)
- Average work order MOQ : 130 pcs





OTD: 100%  
Stock -20%  
$$10 - 3 - 1 - 42$$
  
 $R - Y - G - B$ 





Other improvements - No more manual priorities due to emergencies - Improved product mix due to low MOQ





## Sustain, expand and overcome

Objective of the deployment : to be secured but fast to get global similar results for end of fiscal year (sept. 2016)



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## Deployment strategy : secure OTIF and management **SAMES** Solution constraints

- Deployment strategy to have the biggest impact on OTIF and stock :
  - Our worst supplier
  - 2 main product families (highest runner gun + pump)

)

BUSE AIRMIX 04-094 INSERT INOX 21.099 BUSE AIRMIX 12-154 INSERT INOX BUSE AIRMIX 09-154 INSERT INOX 21.819 24,429 BUSE AIRMIX 06-114 INSERT INOX BUSE AX HYDRO 12-172 25.519 BUSE AIRMIX 12-154 INSERT INOX 26.429 BUSE AX HYDRO 09-112 28.679 BUSE AIRMIX 20-114 INSERT INOX 28.969 BUSE AIRMIX 12-114 INSERT INOX 32,109 36.449 BUSE AIRMIX 12-174 INSERT INOX BUSE AX HYDRO 06-132 36.749 BUSE AX HYDRO 09-072 36.919 BUSE AIRMIX 09-114 INSERT INOX 37.269 BUSE AX HYDRO 04-092 37.789 BUSE AIRMIX 18-174 INSERT INOX 39.779 BUSE AIRMIX HYDRO 06-072 39.989 BUSE AIRMIX 14-174 INSERT INOX 47.249 BUSE AIRMIX 06-074 INSERT INOX 47.829 BUSE AIRMIX 14-134 INSERT INOX 50.17% BUSE AIRMIX 06-154 INSERT INOX 51.079 BUSE AIRMIX 12-174 INSERT INOX 52.33% BUSE AIRMIX 14-094 INSERT INOX 54.04% BUSE AX HYDRO 09-152 54.11% BUSE AIRMIX 20-154 INSERT INOX 55.96%

BUSE AIRMIX HYDRO 12-092

BUSE AX HYDRO 14-172

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CARBURE ATOMIS SKILL 25-05

BUSE AX HYDRO 12-152

g Qty Tip

0.359

2.459

6.299

16.649

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19.849

20.669

- Machining area : adapt buffer sizing to consider production constraints and define execution rules to have the best compromise between productivity and customer service
  - Can I group production of work orders with 'tip format' = #40 to reduce setup time ?

034980004-

034980005+

All other skus

Objective of the deployment : to be secured but fast to get global similar results for end of fiscal year (sept. 2017)



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## Deployment strategy : secure procurement and management of ETO

- Oeployment strategy : secure components availability for spare parts and ETO
  - Components with long lead time and/or high variability
  - All purchased items
     Sub-assemblies



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- 'Complete Kit' : improving lead time by reducing WIP
  - Engineering develops projects by manufacturing grouping (subassemblies). They start to work on it when they have all the input data.
  - Purchasers chase suppliers per sub-assembly (specific parts nonbuffered - are chased base on due date)
  - Production of standard parts are prioritized per sub-assembly
  - Producers start and complete production of the sub-assembly only when the component kit is complete (no missing parts)

MEYLAN

DDMRP deployment in distribution network – 2017/18

- Strategic positioning : buffer or non-buffered based on final customer lead time

  - MTS high runner →
  - $\bigcirc$  ATO MTO  $\rightarrow$  non buffered
  - $\bigcirc$  ETO Projects  $\rightarrow$  non buffered
- Adjustments : No DAF as factories (Stains and Meylan) don't shutdown
- Execution : in case of capacity issues at the factories, priority share is managed to replenished distribution buffers based on final customer demand, and not internal SK demand from transfer orders
  - This allowed us to maintain a high service level for final customer



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## Expand and overcome of the deployment : intensive training

To secure deployment, training was intensive for all planners, purchasers, producers and buyers. The training also include people from support departments (quality, engineering...)

Job function of planners and purchasers changed as they switched from analyzing MRP message as 'experts' to chasing suppliers and producers in execution to protect material flow



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## Expand and overcome of the deployment : adapt the KPI to become flow centric

- Even if DDMRP was sustainable for the pilot, at a larger scale, some major changes had to occur not to treat the implementation and its sustainability : e.g. workers' bonus
  - Before DDMRP, the bonus was based on individual productivity (cost centric)
  - After implementation, the bonus had to be changed to be aligned with flow based on "work order color" (linked with customer demand)
- Tool : Excel vs DDMRP compliant tool
  - $\bigcirc$  Few DDMRP tools available in 2015 for SK pilot  $\rightarrow$  pilot in Excel
  - Even if it was very risky and people dependent, Stains had to do the deployment in Excel to validate the ROI for a DDMRP tool
  - Even if netflow and execution is possible in Excel, visibility (relevant information) is not accessible for everyone and no tactical analysis is possible (eg. no KPIs to monitor buffers, no projections)









# Improvement once the implementation was stabilized

Sames Kremlin has now visible management by 'colors' "Workers are proud to work for customer satisfaction"

#### 🥯 Sept. 2020 :

- Stains: 18 000 active SKU non-stocked and buffers (MTS to MTO production and distribution)
- Meylan: 13 000 active SKU non-stocked and buffers (MTS to ETO production and distribution)
- US: 10 000 active SKU non-stocked and buffers (distribution)
- China : 25 000 active SKU non-stocked and buffers (distribution)



## **15 000 stock buffers**

		Pilot 2015/16	Deployment 2016/17/18	FY 2018	FY 2019	FY 2020
Stains	OTIF	80%	80%	85%	90%	90%
Stallis	Stock	-27%	-27%	-6%	-5%	-5%
Movlan	OTD	100%	80%	80%	90%	70%
IVICYIAII	Stock	-20%	-7%	-15%	-6%	-10%
115.4	OTIF		95%		95%	90%
USA	Stock	-	-20%	-	-22%	10%
China	OTD		95%		95%	90%
Chilla	Stock	-	-40%	_	-13%	-6%





#### Gain of visibility for level of activity, prioritization and monitoring

#### Examples of metrics

- Count of order to place (netflow)
- Hours of production per WO color



All prioritization for all departments based on color

- Quality control
- Better prioritization for our suppliers
- Production : a single prioritization for non-buffer/buffer, internal/external customer
- Colors are meaningful for all the workers and they know they are related to the customers
- Colors are meaningful for senior managers : they can challenge operations during Gemba walk

#### Visibility of projections

- Forecasts for suppliers
- End of fiscal year inventory

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- Testimonial for « King of Supply Chain » reward
- Planner MTS-ATO : "DDMRP enabled me to prioritized all the production orders within the assembly workshop with B2Wise. Now the assembly workshop has a clear vision of what to be done to satisfy the customer"
- Planner MTO-ETO : "One of the biggest benefit of DDMRP is that it has enabled us to plan better and to avoid producing orders too early and to avoid delays on other orders"
- Machining workshop manager : "For us, DDMRP is the implementation of a color code. My favorite color is green because it means that the customer is 100% satisfied, and yellow because it means that I am on time"
- Assembly workshop manager : "Thanks to DDMRP I pilot the workshops with the real needs of the customer. No more contradictory information, things are clear, the message is accurate...Go ahead!"
- Operator : "Today in the workshop everything is easier and better organized... Now we know what is a priority and that is thanks to DDMRP"
- Industrial director : "The benefit of the application of the method in the workshops was for the customers a significant improvement of the service rate and for the collaborators, more sense, more solidarity and more serenity in their daily work"
- HR director : "First, DDMRP has an impact at the production level... immediate... more autonomy... by little it has spread to all the departments of the company... From a HR perspective, DDMRP is really a structuring project"
- CEO : "DDMRP for us is a real human adventure... It enables us to improve working capital, to make logistics flow better and, most important, to increase customer satisfaction"
- Supply chain manager : "The implementation of DDMRP has brought us a lot of serenity... few customers call me now"

https://vimeo.com/user80997951 20180107 Les Jedi De La Supply – subtitles GB





Weekly DDS&OP meeting to check capacity for medium-term to manage multi-skilling and temporary workers to remain flexible



Monthly DDS&OP meeting for continuous improvement

- Negotiation with suppliers are prioritized based on the analysis of the average theoretical stock value and the simulation of the main improvement impact (MOQ, lead time)
- Buffer levels are reviewed based on KPIs (buffer stock status too red / too blue)
- Covid19 management
  - From March 2020, based on Sales and Marketing forecasts, DAF was applied to reduce buffers
  - During Covid19, parts where available in the factory from supplier. However, internal service level at the factories dropped due to capacity issues (absenteeism)







## **Biggest lessons learned**



#### Change management

- Planners were 'experts' and tried to plan 'Just In Time'. They needed daily coaching to 'trust' the buffers (net flow and execution) and to understand that protection of flow will stop emergencies. This will have an overall benefit for Sames Kremlin.
- Productivity in **production** as main objective for machining area area optimization of unit cost.
  - Deep truth : reducing MOQ will drastically increase production costs

...but reality : if buffers are sized according to production constraints, customer service level is improved, and production costs are be under control

Quality entrance check : priority based on production needs (color), not date. New KPI for quality check service level : # of DR validated VS #DR to be checked





### Change management

- Lowest purchasing price as main objective for **buyers** include a max stock coverage in negotiation
  - Deep truth : reducing lot size will drastically increase purchasing costs but in reality

...but in reality : "I was able to reduce frequency of delivery form 3 months to 3 weeks, reduce supplier LT from 2 months to 10 days, and unit price was 'only' reduced by 3%", buyer at SK

Involvement of the suppliers for Meylan pilot : The discussions with suppliers show that, for a same consumption, according to the organization of the supplier, different improvements could be made without impacting the unit price

Irrelevant data from ERP

- As operational staff were 'experts' and had developed their own Excel spreadsheets, data had not been updated on the ERP (ex. MOQ, LT...).
  - With a prioritized approach (eg. inconsistency in buffer sizing), data in the ERP was updated.

### Involvement of support departments

- Senior management sponsor : implement S&OP to align Sames Kremlin strategies of all departments
  - DDMRP implementation is not only a supply chain project (planning, purchasing)
  - Never-ending project as we need and will always need to adapt



Marketing : define the customer tolerance time

Engineering : Critical chain implementation and complete kit

Deep truth : if you start producing the project as soon as possible, material will be allocated, and we have greater change to be on time

...but in reality : if you start producing at the right time (material and capacity) based on priority flow and OTD will are improved

# ODMRP is not only for MTS → methodology can be applied from ETO to MTS, from suppliers to distributors



DDMRP's journey still go on !

