



Garmin International Inc.
Olathe, KS
www.garmin.com

Industry:

Consumer Goods

Annual Revenue:

US\$3.27 billion

Employees:

8,919

Oracle Products & Services:

Demantra Demand Management

“Oracle’s Demantra Demand Management provides a one-stop-shop for our planners, with comprehensive, accurate forecasting information. It also has vastly simplified administration—keeping the system up and running 24/7 and enabling our system administrators to focus on other strategic implementation projects.” – Brandy Vandiver, Director, ERP Applications, Garmin International Inc.

Garmin International Inc. Improves Demand Management System Uptime by 40%

Garmin International Inc. is a subsidiary of Garmin Ltd. (NASDAQ: GRMN), a global leader in satellite navigation. Since 1989, this group of companies has designed, manufactured, marketed, and sold navigation, communication and information devices, and applications—most of which are enabled by GPS technology. Garmin’s products serve automotive, mobile, wireless, outdoor recreation, marine, and aviation applications.

Challenges

- Replace legacy demand management application, that was due to retire, with a next-generation solution
- Streamline application administration with a more user-friendly demand management tool
- Minimize spreadsheet-based processes and improve scalability

Solution

- Implemented Oracle’s Demantra Demand Management to 40 users for resources and tools that enable more accurate, easier forecasting
- Provided key information out of the box—including booking and shipping history—offering flexibility to import information such as product availability dates and inventory levels—even for affiliate organizations not running on Oracle
- Lowered inventory levels worldwide
- Developed a new program to manage affiliates in Europe, enabling the company to gather data from numerous sources to develop one, integrated supply forecast
- Enabled Garmin to run key processes—like the collect/shipping/booking history process—on a daily basis instead of weekly, due to the application’s speed
- Used internal resources and worked closely with Oracle to implement the solution on time and within budget
- Improved uptime by 40% by eliminating the need for system administration each Friday through Sunday
- Achieved a 65% reduction in administrative time and eliminated the need for two system administrators on weekends to run processes—a common occurrence pre-implementation
- Freed system administrators’ time to work on other strategic projects—including new application implementations