



THE SUPPLY CHAIN COMPANY®

# A Fresh Outlook



## Laundry-Care Manufacturer Sun Products Achieves Speed-to-Value Implementation and 100% Up Time with JDA Managed Services

### The Sun Products Corporation Fast Facts

**Industry**

Laundry-Care Manufacturer

**Headquarters**

Wilton, Connecticut

**Description**

The Sun Products Corporation is a leader in the laundry-care market with top brands such as 'all, Snuggle, Sun, Surf and Wisk. Formed in September 2008 with the merger of Huish Detergents, Inc. and the Unilever North American Laundry Care business, Sun Products is the number-two provider of detergent and fabric softeners in North America.

**Revenues**

\$2 billion

*"The JDA Managed Services team exceeded our expectations, ensuring that we went live on time and on budget. There wasn't any business interruption and we have not experienced any down time since day one, all while supporting more than 150 users."*

- Joe Manco,  
director, IT business applications,  
Sun Products



### Business Challenge

After Sun Products' formation from the merger of Huish Detergents and Unilever North American Laundry Care, the company needed to transition its national brands' business from the technical-service agreement it had with Unilever and establish a new IT environment. As a result, Sun Products would need to replace every software system, consisting of both packaged and proprietary solutions, within a five-month time frame.

### Business Solutions

- JDA® Demand
- JDA® Fulfillment
- JDA® Market Manager
- JDA® Reporting
- JDA® Space Planning
- JDA® Trade Promotions Management

### Business Benefits

- Met the company's aggressive deadline on time and on budget – all without interruption to the business
- Enabled the Sun Product's team to stay focused on customer-service levels and manage planned orders at very low levels of detail
- Improved management of safety stock and distribution-network planning
- Increased visibility into data from the company's homegrown ERP system
- Gained innovative capabilities, fast response times and strong performance
- Secured an infrastructure with the flexibility to scale to support a complex, multi-modal global network

### Quantifiable Benefit

- 100-percent up time since day one, all while supporting more than 150 users

"The software application is king," said Joe Manco, director, IT business applications at The Sun Products Corporation, a leader in the laundry-care market with top brands such as 'all, Snuggle, Sun, Surf and Wisk. When end users requested planning and optimization solutions from JDA Software to address Sun Products' complex supply chain requirements, the newly formed company's executives readily agreed. While vendor selection was easy, the implementation scope and timeline were challenging. Sun Products had about five months to go live with the JDA solutions with limited IT resources to do so.

Selecting JDA Managed Services for the implementation and ongoing management of its JDA solutions enabled Sun Products to meet its aggressive deadline on time and within budget while avoiding disruption to the business. Reporting 100-percent up time since the initial go live, Sun Products is staying lean and focused on its core business without having to deal with disaster recovery, business continuity, upgrades or expensive server costs.

## Merger Forces a New IT Environment

Sun Products may be fairly new in name, but it's a company backed by a strong legacy of brands, products and leadership. Formed in September 2008 with the merger of Huish Detergents, Inc. and the Unilever North American Laundry Care business, Sun Products is the number-two provider of laundry detergent and fabric softeners in North America with annual sales of more than \$2 billion. In addition to manufacturing well-known national brands, Sun Products is also the private-label laundry manufacturing partner for the majority of North American retailers.

Soon after the company's formation, its IT team, led by CIO Fred Squires, worked alongside Sun Products' users to select vendors for mission-critical systems, including supply chain planning and fulfillment applications. The team needed to transition its national brands' business from the technical-service agreement that Sun Products had with Unilever and establish a new IT environment by June 1, 2009. This would entail replacing every software system, including a combination of packaged and proprietary applications, in a five-month time frame.



Magnifying this challenge was the fact that Sun Products had only three IT employees based in Connecticut in a temporary office at the time of the merger. The company did not have a corporate building or any physical space to put all of the hardware and servers required to run the new systems.

"We decided that a managed services approach was the best choice for handling our looming deadline and ongoing day-to-day IT requirements. It would enable us to stay focused on our core business strengths while we trusted our vendors to do the same," Manco said.

## Sun Products' Power Users Champion JDA Solutions

Based on positive endorsements from Sun Products' users, the company initiated discussions with JDA Software in October 2008. Some of the company's power users from the former Unilever Laundry Care team had relied on JDA® Demand and JDA® Fulfillment applications since 1994. Paul Feruzza, now a supply chain planner for Sun Products, was one of the super users who helped champion the selection of JDA.

"We operate in a highly constrained environment and must manage planned orders at a very low level of detail," Feruzza said. "Our national brands are highly

promoted, which can drive up volume and cause considerable demand volatility. The JDA applications' forward-planning capabilities enable us to deal with that volatility and other market fluctuations."

"Over the years, JDA's solutions have helped us achieve our service-level goals, minimize working capital and meet our customers' needs in full and on time," Feruzza added.

Feruzza explained that he and other users also valued several JDA capabilities that were particularly well suited to the laundry sector. Advanced statistical modeling, for example, enables the team to govern critical aspects of the business that include managing safety stock and fine tuning distribution-network planning.

## Confidence in JDA's Innovative Solutions and Managed Services Offering

While the company had confidence that the JDA solutions would deliver innovative capabilities, Sun Products still needed affirmation that JDA's Managed Services approach would enable the solutions to be fully implemented and operational in time to meet the June 1, 2009 deadline. Sun Products also needed assurance that it could entrust JDA with the long-term, day-to-day running of its solutions as a managed services provider.

"While we knew that JDA is a major player in the development of solutions for the consumer-goods market, we still had to confirm that we acquired services from the right vendor. We had discussions with the JDA team regarding the company's long-term plans, industry standing and business model," said Manco. "JDA gave us full confidence that our solutions would be up all of the time, and that it could support us for the long term on a 24/7 basis."

Manco also liked the fact that having JDA host the applications meant that Sun Products no longer had to deal with disaster recovery, business continuity, managing upgrades and patches. The IT team also didn't need to bring on board a staff of database administrators or IT technicians. In addition to JDA Demand and JDA Fulfillment, the manufacturer licensed JDA® Space Planning, JDA® Trade Promotions Management, JDA® Reporting and JDA® Market Manager to replace its highly customized, proprietary systems.

"The fact that we don't have to worry about these applications from an IT perspective made our choice even easier," said Manco.

## Rolling Out the JDA Solutions on Time and on Budget

Following the selection process, the Sun Products team worked diligently on an implementation plan. Prior to the merger, Feruzza had been involved in the original implementation of JDA's Demand and Fulfillment solutions in 1994. This time, however, there were very limited resources to support Sun Product's 2009 project. While most companies generally take 10 to 12 months for an implementation of this magnitude, the team had less than five months to roll out the solutions.

"We had worked with some of the same JDA consultants in earlier implementations, so it was reassuring that people who knew our business and understood our solutions were on the team," said Feruzza. "Knowing that JDA was managing everything behind the scenes enabled us to stay focused on data migration, testing and interfacing to our ERP system."

## Strong Communication, Well-Defined Roles Keeps Everyone on Plan

Sun Products' objective was to get the national brands live on the JDA solutions by the IT-transition deadline, and then bring over the private-label brands at a later date.

"The beauty of going with JDA from an IT perspective is that all of the solutions are integrated and work together," said Manco. "We didn't have to worry about having to write interfaces from different applications. Also, we would gain needed visibility into data from our homegrown ERP system."

JDA assigned a full-time service delivery manager as a single point of contact and also provided status reports, conducted weekly meetings and even daily phone calls to raise awareness of any critical issues and ensure both companies were in synch. JDA also provided onsite support for integration and user-acceptance testing. Since the planners were already familiar with JDA Demand and JDA Fulfillment, there was no need for training on those applications, which saved valuable time.

## A Seamless Transition Positions Sun Products for Growth

"On the scheduled go-live date, we were able to take an order from a customer, process that order, ship it and submit an invoice – all without the customer ever knowing that we had just experienced a major transition," Manco noted.

Other benefits that Sun Products is realizing as a result of using JDA's Managed Services include:

- Avoiding a hefty capital investment along with all of the ongoing costs associated with software, maintenance, network and infrastructure upgrades
- Gaining innovative capabilities, fast response times and strong performance
- Securing an infrastructure with the flexibility to scale to support a complex, multi-modal global network

Sun Products also benefitted from a simplified, one-stop shopping experience. The company has since returned to JDA for additional supply chain capabilities that seamlessly integrate with other JDA planning and optimization solutions. In addition, JDA enabled the Sun Products' IT team members, many of whom are business analysts, to stay focused on servicing customers instead of dealing with maintenance, upgrades, patches, disaster recovery, security and business-continuity issues.

Manco concluded, "The JDA Managed Services team exceeded our expectations, ensuring that we went live on time and on budget. There wasn't any business interruption and we have not experienced any down time since day one, all while supporting more than 150 users."

## About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is a leading global provider of innovative supply chain management, merchandising and pricing excellence solutions. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA's multiple service options provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise.

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