

ARTSANA

Global leader in Baby and Health Care since 1946

Founded in Italy in 1946, Artsana Group is a multinational company operating in the baby care, healthcare and wellness sectors, with an established presence in international markets. Throughout its history, the Group has built a portfolio of globally recognized brands, including Chicco, a leading brand in the baby care sector, present in over 120 countries.

Innovation, quality and a focus on people's needs have always been central to Artsana's development. The Group operates through an extensive international structure and a broad distribution network. This global footprint requires the management of markets with different dynamics, needs and demand patterns, making the effective coordination of supply chain planning processes essential.

In an increasingly volatile environment subject to rapid change, Artsana embarked on a journey to evolve its planning processes, aiming to improve visibility, simulation capabilities and decision-making speed. Its collaboration with sedApta is part of this journey, through the introduction of an integrated Demand and Supply Planning model designed to help the company manage complexity and move towards an increasingly agile, responsive and data-driven supply chain.

**Sector**

FMCG, Baby Care

**Presence**

10+ Branches Worldwide
2 Manufacturing Sites
2,000+ Employees

**Turnover**

€ 600 MLN (2025)

**sedApta Modules**

Demand Management,
DRP, R&SP

Objectives

In an environment characterized by high volatility, uncertainty and constant change—typical of VUCA environments—Artsana faced increasing complexity in its planning processes.

Existing systems, largely based on individual tools and fragmented information management, progressively revealed structural limitations: limited scalability, difficulties in updating information in real time, inadequate support for simulations and a reduced ability to respond promptly to changes in the operating environment.

Against this backdrop, the objective was to introduce an integrated platform capable of coordinating demand planning, supply planning and scenario simulation processes, enabling faster, more structured and data-driven decision-making.

Project

The project involved the implementation of an advanced integrated planning model, supported by the sedApta Suite and accompanied by a structured initiative addressing both technological and organizational aspects.

Artsana selected sedApta not merely as a software solution provider, but as a partner capable of supporting the entire implementation journey, from process review to the full deployment of the model.

The project was structured into several phases.

Phase 1 – Demand Planning

During this phase, the Collaborative Demand and Sales Analysis modules were introduced, alongside a review of processes and organizational structures. In particular, the company moved from a market-based management approach to a model based on product specialization, improving forecast quality and strengthening accountability among the functions involved.

Phase 2 – Supply Planning

The second phase involved implementing the DRP and DRSP modules, extending planning across the entire supply chain. Advanced simulation capabilities were also introduced to evaluate alternative scenarios and support more informed decision-making.

This progressive approach ensured consistency across the different planning levels and enabled the controlled evolution of processes.

Benefits

The introduction of the new planning model has delivered significant benefits in terms of both operational performance and organizational maturity.

Improved Forecast Accuracy

The adoption of advanced demand planning tools has reduced forecast error by approximately 10 percentage points, improving the accuracy and reliability of demand forecasts.

Operational Efficiency

The significant reduction in the use of unstructured tools, such as Excel files, has helped standardize processes, streamline workflows and increase the productivity of the teams involved.

Speed and Responsiveness

The availability of simulation tools has reduced the time required to analyze and evaluate scenarios,

enhancing the ability to respond to changing conditions and making planning more agile and adaptive.

Visibility and Control

The platform provides an end-to-end view of the supply chain and enables scenario simulations by varying demand drivers. This makes it possible to quickly assess the impact on key variables such as inventory levels, service levels and corporate cash flow.

Organizational Development

The project has supported a redefinition of roles and responsibilities, encouraging greater specialization among resources and the adoption of a data-driven decision-making approach.

Why sedApta?

"The choice of sedApta was driven by its ability to fully address the project requirements through an integrated approach combining technology and consulting expertise.

The availability of a platform capable of coordinating demand planning, supply planning and scenario simulation proved to be a key factor in addressing an operating environment characterized by high variability.

The combination of the software solution and implementation support enabled us to achieve tangible results quickly, facilitating the adoption of the new model and the evolution of our processes.

Today, sedApta is a strategic partner in our supply chain transformation journey, contributing to the development of an increasingly agile, responsive, integrated and data-driven model."

Massimo Gaiani,

Head of Supply Chain & Customer Service