



# CoorsTek Demand Forecasting Voyage

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# Agenda

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- Corporate Overview
- CoorsTek Vision for SiOP
- IBP Requirements & Solution
- IBP Implementation
- Lessons Learned
- 3 Key Takeaways

# HERITAGE OF INNOVATION

**1870s**

Coors Brewery  
Golden, CO



**1920s**

World Leader  
in Labware



**1940s**

Isostatic  
Pressed Media



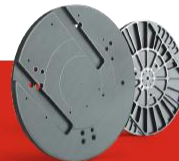
**1960s**

High-purity  
Alumina



**1980s**

Advanced  
Engineered  
Ceramics



**2000s**

Coors Ceramics  
becomes CoorsTek  
Ultra-pure Materials for  
Semiconductor Industry



**1910s**

Coors Porcelain



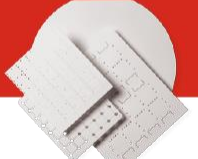
**1930s**

Expansion  
of Labware



**1950s**

Recyclable  
Aluminum Can



**1970s**

Thin-film  
Substrates



**1990s**

Armor  
Expansion



**2020s**

Investments in Infrastructure  
Developing New  
Specialized Materials for  
Multiple Applications



**2010s**

Co-CEOs – 5th Generation  
of Coors Family Leadership  
Global Expansion



# ADVANCED MATERIALS



From 1920's labware to today's autonomous vehicle technologies, CoorsTek has been a pioneer of the advanced materials revolution.

With unsurpassed materials expertise, CoorsTek ensures our designed-in properties are optimized for our customers' systems.



SPECIALTY

COMPOSITES

RARE EARTHS

GRAPHITES

ADVANCED OXIDES

NITRIDES

ZIRCONIAS

CARBIDES

ALUMINAS

SILICATES

PORCELAINS

1920

1940

1970

2000

# GLOBAL REACH. LOCAL EXPERTISE.

● Manufacturing Facility   ● Sales Office   ● R&D Hub and Manufacturing Facility

Shaded countries  
contain CoorsTek  
customers



# OUR COMPANY



= Growth Area



**100%**  
SAP SUPPLY CHAIN FOCUSED



**12+**  
AVERAGE YEARS OF EXPERIENCE



**16**  
YEARS IN BUSINESS



**100%**  
CUSTOMER SUCCESS



**60+**  
DIGITAL SUPPLY CHAIN CUSTOMERS



**12+**  
STRATEGIC PARTNERS



# SUPPLY CHAIN PLANNING

## PRACTICE SNAPSHOT



## PEOPLE



- Dedicated team of 60+ (and growing) SAP functional and integration experts
- Average consultant experience: 14+ years, 3+ industries, 3+ applications

## SAP SCP CAPABILITIES



- Multiple Go Lives: IBP (20+), S/4HANA (6+), APO (40+)
- Pioneer in IBP integration with SAP and non-SAP legacy systems (JDE, C5, ...).
- CPG, Food, Chemical, Mill Products, etc. industry templates for SAP IBP, S/4HANA, and APO

## PARTNERSHIPS



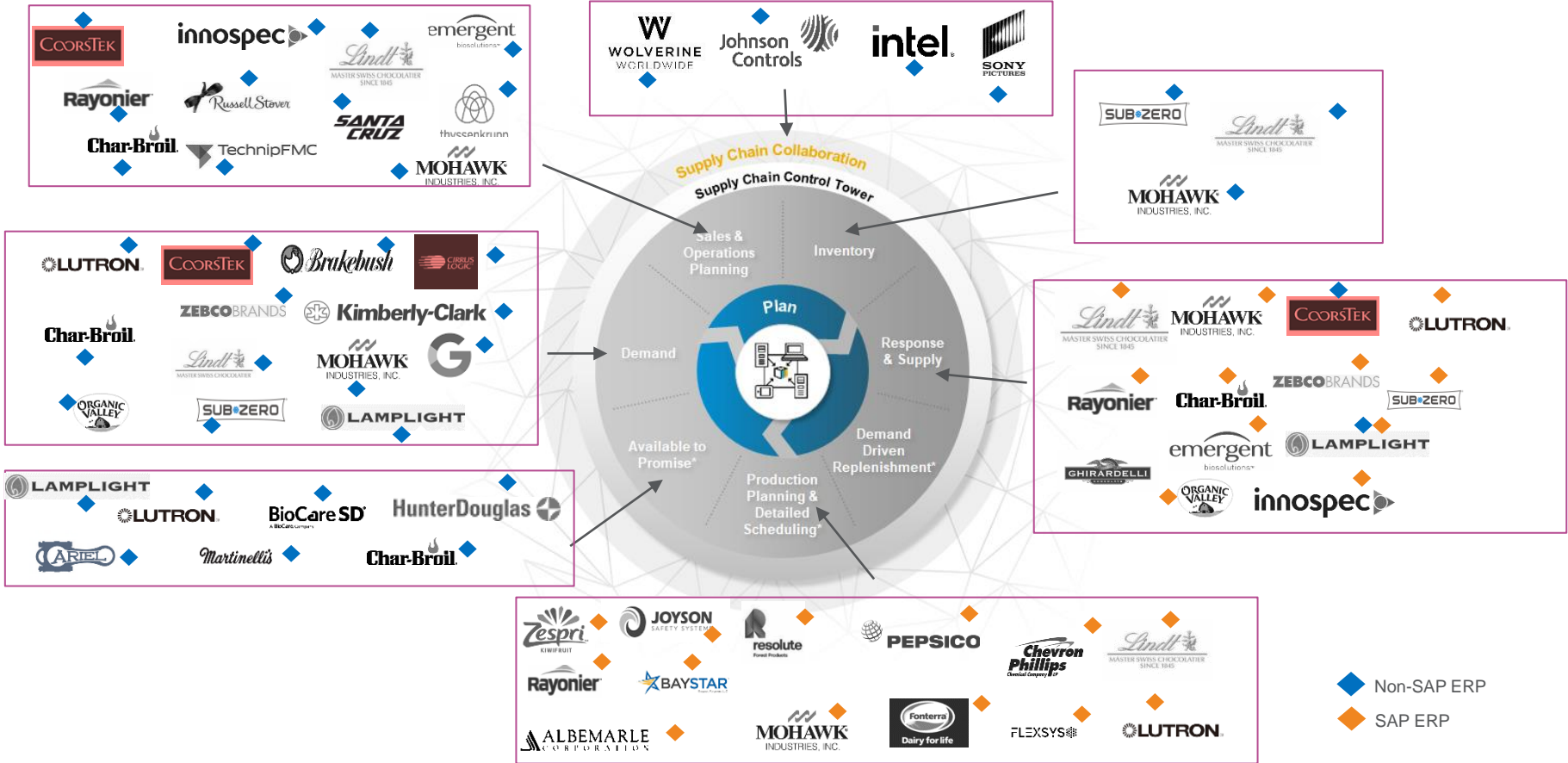
- Supply Chain Partner of NTT Data Business Solutions
- SAP Partner for North America – Build, Presales, Service and Delivery

## HOW WE HELP



- Strategy, Roadmaps, and Assessments
- IBP and S/4HANA Jumpstarts
- Business Process Optimization
- Enterprise Architecture

# MSCG IBP, S/4HANA AND Ariba EXPERIENCE



Logos represent customers that we have gone live with or projects that are in flight. Some of the customers have undergone an ERP transition with our assistance.



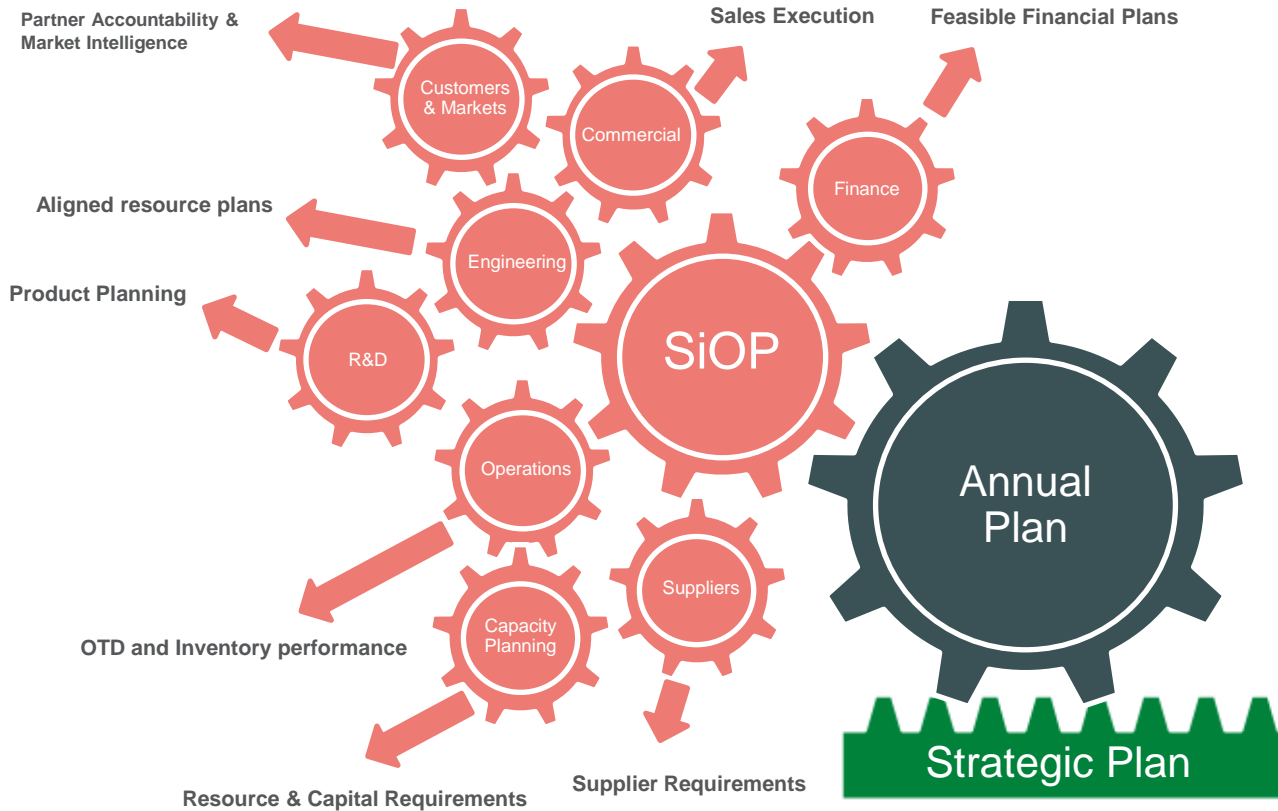


# **CoorsTek Vision for SiOP**

# Pre-IBP Planning at CoorsTek



# SiOP – 'One Plan' to Run Our Business Segments



“S&OP is the single most important and critical cross-functional process. If S&OP is done properly, it leads to significant returns, including increased revenue and profitability.”

**Michael Youssef**, Senior Director Analyst,  
Gartner Group, April 2021

\*SiOP: Sales, Inventory, and Operations Planning; sometimes referred to as S&OP



# **IBP Requirements & Solution**

# Why IBP Before SAP?



## Timeline to S4

- 3-5 years to full implementation.
- IBP implemented in parallel with data cleanse for S4.



## Units Planning

- Currently planning Revenue only.
- Enabling Supply planning in units.



## Immediate ROI

- Current methodology not scalable – analysis vs data gathering.
- Increased forecast efficiency (time savings).
- Increased forecast accuracy.

# CoorsTek Implementation Scope

CoorsTek deployed Phase 1 of our unconstrained demand planning transformation in April 2023.



# **IBP Implementation**

SiOP and Demand Planning

# CoorsTek SAP IBP Roadmap

2022

- Define CoorsTek requirements and choose a vendor
- Data cleansing

2023

- Implementation of SAP Demand
- Implementation of a POC for supply

2024

- Expansion of SAP Demand with stat forecasting and short-term planning
- Implementation of short- and mid-term monthly demand forecasting cycles
- Expansion of supply POC to other facilities
- Phase 0 SAP

2025

- Implementation of monthly 0–24-month demand cycles
- Implementation of monthly supply RCCP for selected sites.
- Expansion of supply to new sites



# Key Implementation Considerations

Large number of ERP instances

- Mass cleansing of data required
- Mass transformation of data required

Large portfolio of SKUs and volatile demand

- Appropriate disaggregation logic required to drive SKU level details
- Many future demands have not yet been “invented” for the customer.

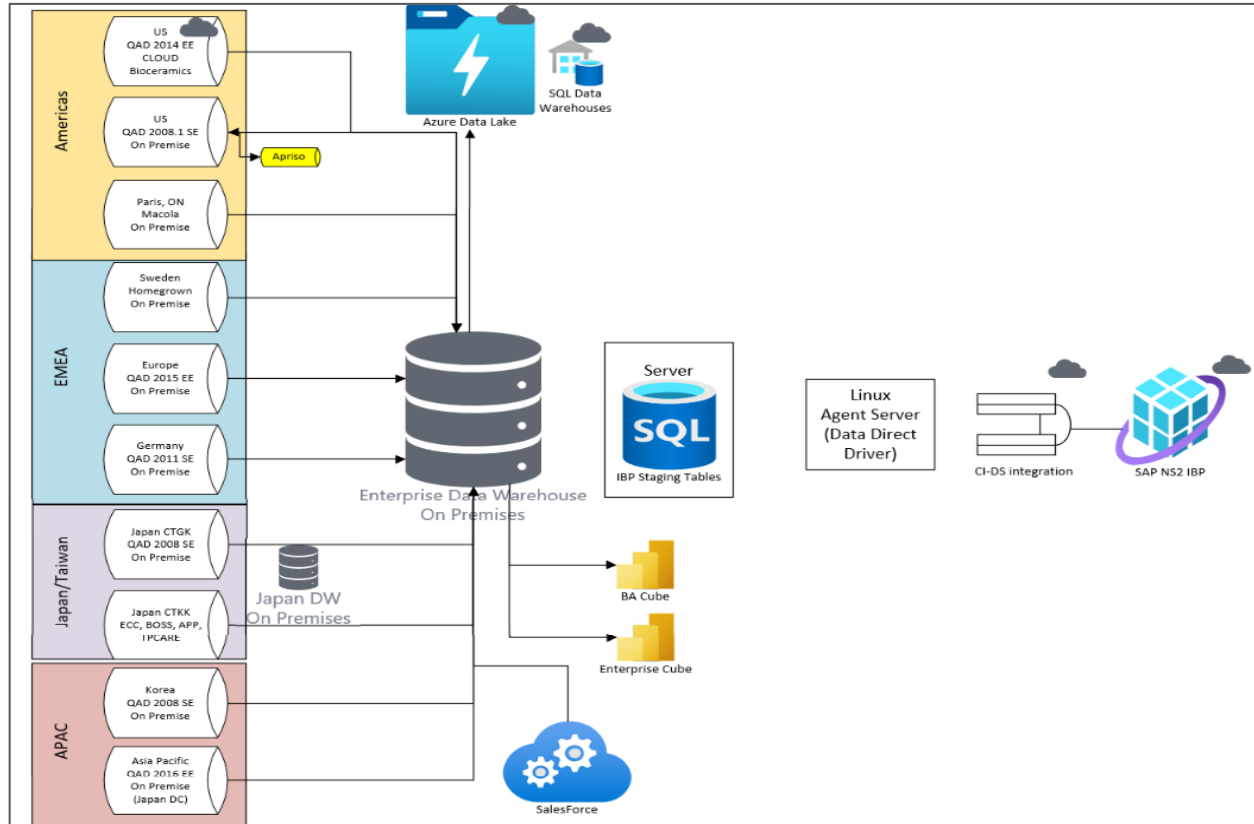
Unique manufacturing process

- CoorsTek manufactures highly customized components.
- Capacity required customization for Kilns.

Strong FP&A sentiment in planning

- Unique data conversions to bring non-item related revenue into IBP.
- Flexibility in the system to plan global economic impacts to revenue from exchange rates and pricing

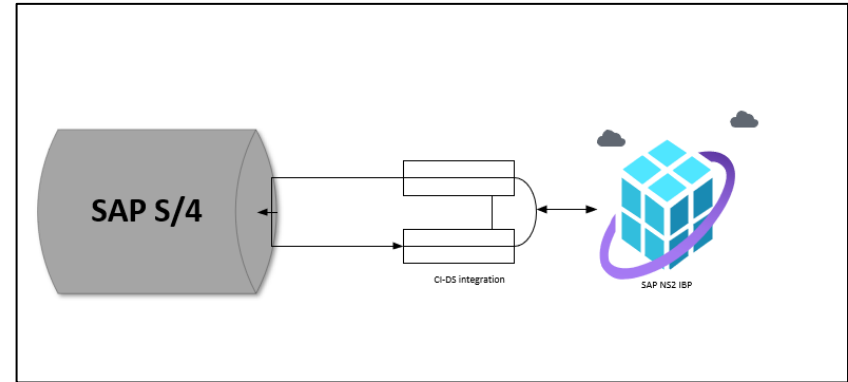
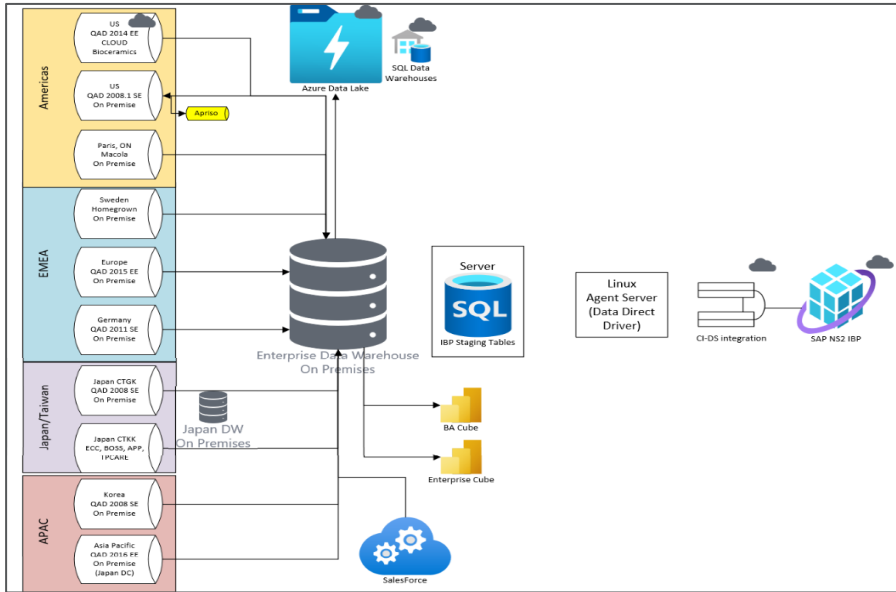
# CoorsTek Data Architecture



# CoorsTek Data Architecture Roadmap

Legacy integration to IBP

Roadmap S4HANA integration to IBP



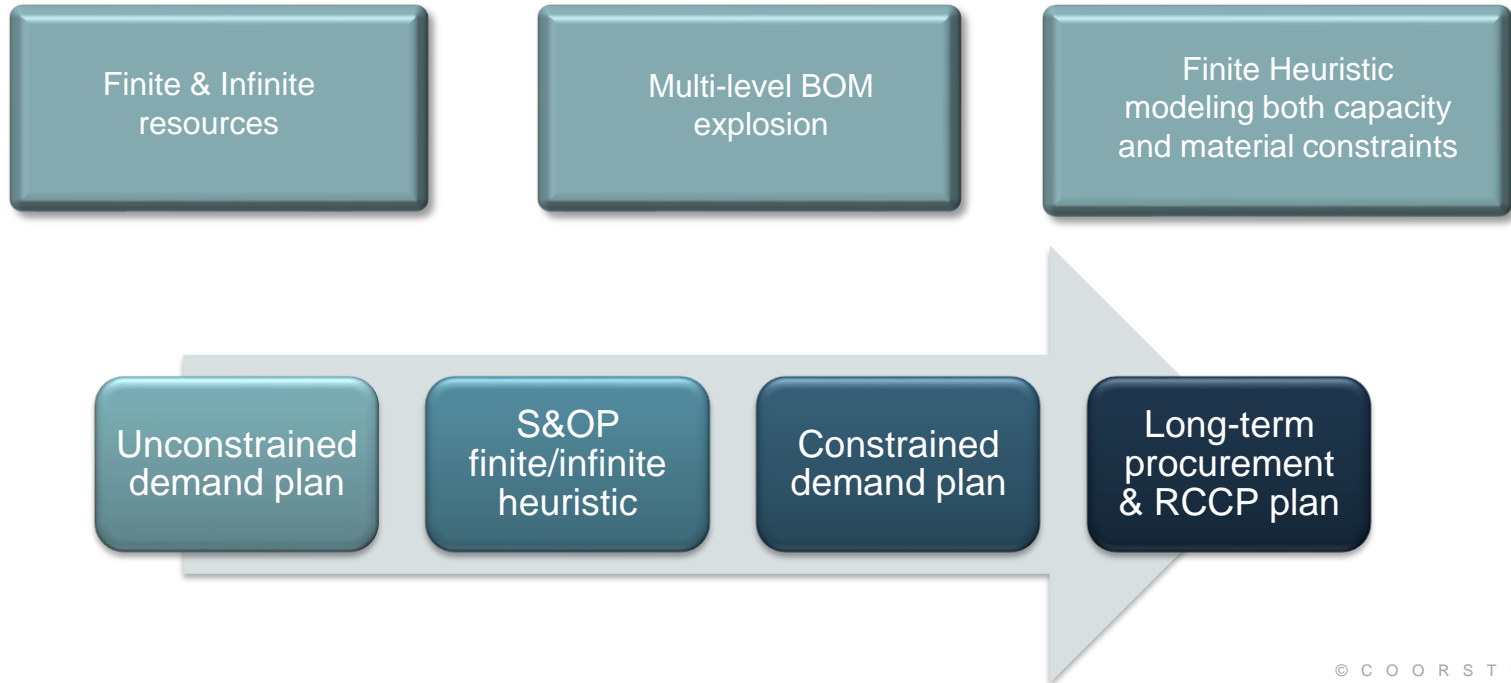
# Demand Planning Module

- Complex alignment across commercial led to priorities of input to create an unconstrained demand forecast:

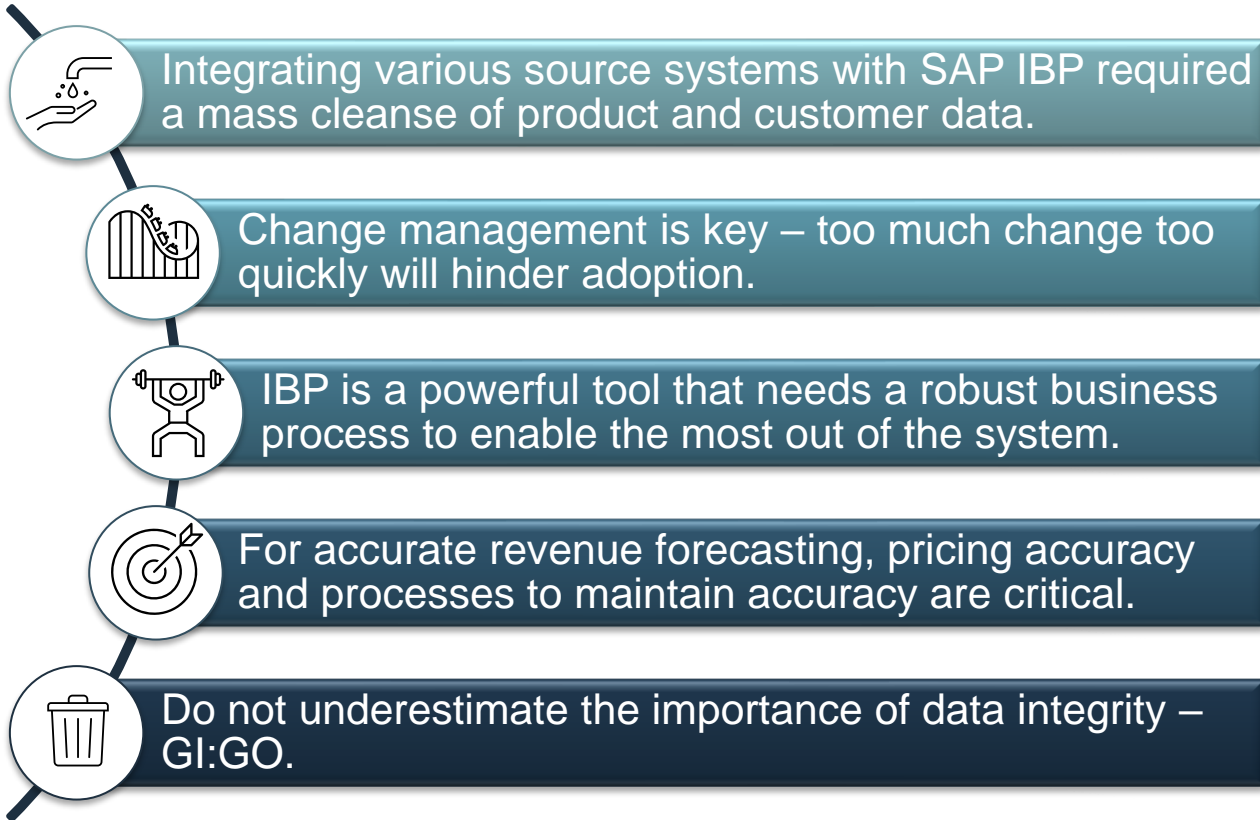


# Supply Module Proof of Concept

- Using the output of the demand module, we developed a proof of concept for the supply module.

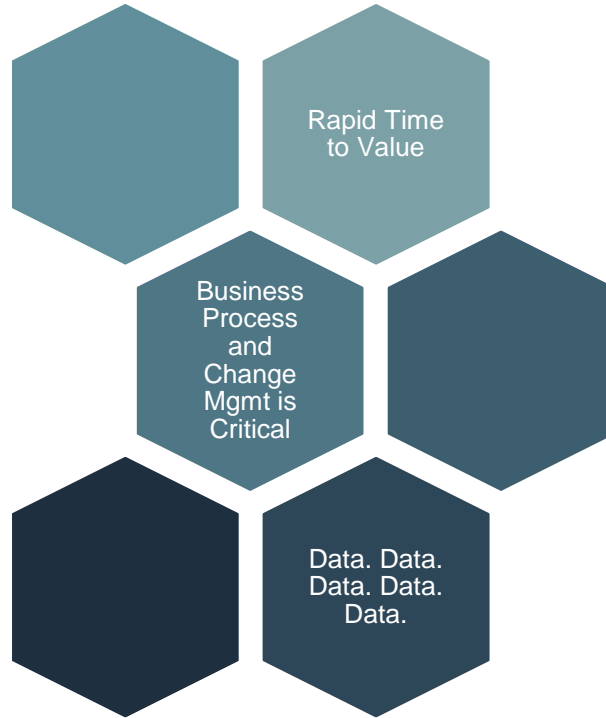


# Lessons Learned



# 3 Key Takeaways

**Implementing IBP early  
in your digital  
transformation roadmap**





**Questions**





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**THANK YOU.**

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