



ADVANCED LAUNCH MANAGEMENT

The Advanced launch management enables to monitor the launch campaign efficiently: collect and synthesize information shared by the internal stakeholders, subsidiaries and partners; to optimize the volumes breakdown between the pipe and replenishment phases; to analyze, simulate and validate the impact of launches on ongoing products; eventually to build and follow up KPIs.

- ▲ Distinctly monitor the pipe, replenishment and rolling phases
- ▲ Manage « real » launches and substitutions into the same tool
- ▲ Integrate sales products, preseries and POSM (displays, dummies, testers etc...)
- ▲ Manage various markets on-counter dates into a same campaign
- ▲ Dully consider the cannibalization impact of the launches on the ongoing products
- ▲ Optimize the discontinued products End-of-Life management
- ▲ Support the Central/Local collaborative process
- ▲ Share information between the stakeholders
- ▲ Support the decision making relating to volumes to be supplied

Monitor

The launch campaign from the development to the marketing phases

Collaborate

With all the stakeholders being involved into the launch process (internal / external).

Estimate

The pipe and replenishment quantities based on e.g. product criteria or numeric distribution data.

Optimize

The stock level of the launched product (no shortage), and the phased-out one (waste decrease).

Make profitable

All investments linked with the launch

Measure

The launch performance and forecast accuracy

TYPICAL BENEFITS



Customer Satisfaction

10 - 20% service level improvement



Reduce your costs

Procurement, manufacturing and distribution



Optimize your stock

25 - 60% decrease in inventory levels
Reduction of obsolete and waste stock
Reduced working capital requirements



Master your supply chain

Strengthen collaboration with customers and suppliers
Synchronize operations



Optimize your resources

10 - 20% improvement of the use of
Production capacity
Setup / changeover time reduction



Increase your sales turnover & profit

2 - 5% increase in revenue 5 - 10%
reduction in costs

THEY TRUST US

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excellence



500
customers



10,000
users



65
countries

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