

Connected Planning & Fulfillment

Plan for growth and ensure operational effectiveness so products are available when and where they are needed.



There's no such thing as the "perfect plan" for your supply chain. In the digital era, consumer behaviors change quickly. It's impossible to predict and plan every economic headwind, global trade policy shift, or viral moment on social media. Knowing this, the most effective supply chain planning teams focus on what's feasible – both today and in the future.

We work with you to bridge this gap between planning for growth and operational feasibility. And really understand the cost tradeoffs and how to maximize profit in every scenario. No matter where you're starting from, our supply chain planning experts are here to guide you to ensure your products are available when and where they are needed.

Offerings - How we can help:



Integrated Business Planning

Evaluate demand and supply plans alongside strategic, financial, and capital plans to improve business decision-making



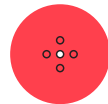
Demand Forecasting, Sensing & Shaping

Predict and shape future demand using quantitative and qualitative inputs like buyer intent, historical buying patterns, and growth plans



Demand & Supply Network Planning

Develop production, replenishment, and purchasing plans that are feasible and aligned with business priorities



Inventory Management & Planning

Optimize inventory levels across the supply chain while balancing customer service, cost, and lead-time objectives



Production Scheduling & Optimization

Translate weekly or daily supply plans into feasible, sequenced production plans for a smooth planning-to-execution handoff



Assortment, Pricing & Promotions Planning

Develop optimized SKU and category plans that meet customer demand while maximizing profits



Planning Technology Design & Implementation

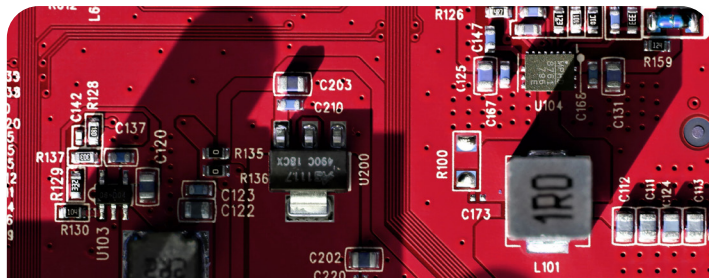
Configure, test, deploy, and maintain your planning systems with advanced functionality to stay ahead of your competition

How we've made an impact



Merit Medical's Transformation Journey

We implemented Blue Yonder APS and drove cultural and process change to help Merit Medical modernize its supply chain and enhance resilience across 25+ countries



From Push to Pull: The Micron Story

We helped Micron transform from a push-based to a pull-based supply chain, resulting in improved agility, visibility, and alignment across global operations.

What sets Publicis Sapient apart?

We bring together supply chain depth, operational know-how, and digital transformation expertise to solve the complexity that slows businesses down. Our SPEED capabilities—Strategy, Product, Experience, Engineering, and Data & AI—enable us to optimize every layer of the supply chain, from network design to real-time execution. With the addition of Spinnaker's deep functional expertise, we don't just implement new tools—we redesign how your supply chain works to reduce cost-to-serve, improve speed, and unlock long-term value.

Contact us to learn more

Let's connect



George Fowler
Chief Technology Officer



Debbie Stanton-Johnson
Senior Vice President, Supply Chain Planning



Amit Gupta
Vice President, Supply Chain Planning

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.