Aurora Alimentos optimizes its supply chain and boosts planning agility with AIMMS

About Aurora Alimentos

With a revenue of R$ 4.6 Billion and over 19,000 employees, Aurora Alimentos is one of the largest food companies and largest food cooperative in Brazil. Its operation covers pork, poultry and dairy, forming a broad mix consisting of over 650 products. These products are exported to countries in Latin America, Europe, the Middle East and Asia.
Challenge

Poultry, pork and dairy production depends on a complex and extensive supply chain. Retaining milk, egg and meat quality throughout the industrial process, product shelf life and considering the impact of variations caused by natural factors are important aspects for optimizing this chain. Aurora Alimentos was seeking a solution able to integrate several planning instances, through a common environment shared amongst the cooperative’s planners. Their goals were to:

- Optimize long and short-term decisions
- Maximize global results
- Deal with immediate variations on demand and field behavior without compromising future operation conditions
- Ensuring targeted service levels in a tactical-strategic way

Solution

The solution developed contains ten AIMMS-based modules. These integrated modules leverage field data to generate necessary forecasts for optimized planning and ensure that plans are correctly carried out throughout the operation. Decision modules optimize plans both from a vertical perspective (operational, tactical and strategic decisions) and horizontal (integration between the operations).

They cover hatchery operations, broiler operations, plant operations and demand fulfillment. A simple, yet robust integration was applied to essential database and publishing tools, resulting in an optimization environment that continues to support the company’s decisions.

Results

- Increase in demand fulfillment from 70% to 95%
- Increased visibility into the whole chain
- Increased agility to adapt plans based on unexpected conditions

About AIMMS

The AIMMS Prescriptive Analytics Platform helps you evaluate and identify the best options to tackle your most pressing challenges with sophisticated analytics that leverage mathematical modeling and scenarios while pulling from multiple data sources. You can immediately gauge, not just what is likely to happen, but what you should do about it for the best possible outcome. Whether you seek to improve your strategy, planning, operations or transform your entire supply chain, AIMMS software is the ideal combination of being tailored to your unique situation paired with speed to value (ROI). That’s why teams at Shell, Johnson & Johnson, GE and Heineken and many more fire up AIMMS every day.

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