

“Pick and Mix” Leader Candyking Improves Global Forecasts with ToolsGroup Software

BOSTON, February 29, 2012 – [ToolsGroup](#) announced today that Candyking has chosen to strengthen its statistical forecasting and demand collaboration by implementing software from ToolsGroup and its partner, [Optilon AB](#).

Candyking is a mid-market candy and natural snacks company that operates in more than 9500 stores and cinemas across Europe. Candyking is a market leader in the “pick and mix” approach, which allows each customer to serve themselves a unique quantity and assortment of snack items. The flexibility of this make-to-order approach is a favorite with customers, but also creates demand planning challenges.

Candyking’s new [Demand Planning](#) software from ToolsGroup addresses this challenge, calculating forecasts across all countries where Candyking sells product. They also use ToolsGroup’s [Demand Collaboration Hub](#) to collect market intelligence and simplify demand management processes for those people working with market forecasts.

Candyking’s goal of producing better forecasts and increasing efficiency utilizes an approach ToolsGroup refers to as “[Powerfully Simple](#)” whereby streamlined business processes lead to better quality forecasting and more time for detailed market analysis.

“ToolsGroup’s SO99+ proved a robust, comprehensive and scalable product that covered what we needed without modification,” said Sandra Nystrom, demand planning manager for Candyking. “Its ability to handle both statistical forecasting and demand collaboration in the same system was important, allowing us to keep all the data in one place. ToolsGroup’s [promotion forecasting](#) and automatic seasonality adjustment were also vital.”

“Optilon showed great planning and inventory knowledge and they quickly understood our challenges,” added Nystrom. “Working with a smaller vendor with very competent people gave Candyking confidence in the project.”

About Candyking

Candyking is a market leading provider of pick & mix candy and natural snacks offering the consumer to put together their own bag to need, taste and occasion. The assortment is of the highest quality and contains specially selected favorites from the best suppliers. The company is a pioneer and market leader in Norway, Finland, Sweden, Denmark, the UK & Ireland and is represented in more than 9500 stores and cinemas. During 2011 Candyking has also strengthened its position in Europe by entering markets in Central Europe. The company currently has 800 employees and sales of €170 million.

About ToolsGroup

ToolsGroup (www.toolsgroup.com) is a global provider of [Powerfully Simple](#) supply chain planning software. Powerful behind-the-screen engines enable highly intelligent data-driven decision making. Reliable and scalable statistical models are continuously and automatically tuned to automate and simplify the planning and control process. Our customers overcome volatile supply chains to generate accurate forecasts and outstanding customer-service levels with less global inventory. ToolsGroup's solutions span key supply chain planning areas such as [Demand Planning](#), [S&OP](#), [Demand Sensing](#), [Promotion Forecasting](#) and [Multi-Echelon Inventory Optimization](#).

About Optilon AB

Optilon creates business advantage through solutions based on leading supply chain applications. Optilon takes a holistic approach to planning and optimization for companies within manufacturing and trade, implementing market leading solutions and processes. Optilon uses its expertise to choose among the leading and most innovative applications on the market. Through the years Optilon's consultants have implemented hundreds of projects within the key areas of Supply Chain Design, Supply Chain Planning and Service Optimization & Demand Planning.

Media Contacts:

Jeff Bodenstab
For ToolsGroup
617-263-0080 X209
jbodenstab@toolsgroup.com