



TOA: Reacting flexibly to global supply chain disruptions with advanced decision-making visibility

TOA Corporation began as a manufacturer of carbon microphones in 1934. Over the years, the company's business expanded to encompass emergency broadcast systems, announcement broadcast systems, and other professional audio equipment. TOA Corporation is also a leader in network and video equipment, including security and surveillance cameras.

Having upgraded its business operations on advanced ERP, TOA Corporation embarked on a **supply chain transformation** project as its next step. Looking to improve its short-term operational planning processes and replace traditional workflows with automation, TOA Corporation sought to optimize production, sales, and inventory planning. To get there, the company set out to unify sales, operations, and production processes as well as gain comprehensive visibility on planning operations using one solution in the cloud.



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Harmonizing production, sales, and inventory management planning with SAP IBP for sales and operations

Before: Challenges and opportunities

- Delays in production, procurement, and supply of key materials due to supply chain disruptions
- Significant operational burden from repeated adjustment of production plans
- Siloed production, sales, and inventory planning processes

Why SAP and NTT DATA Global Solutions

- Fast, flexible planning functionality in the SAP Integrated Business Planning (SAP IBP) application for sales and operations, offering native integration with SAP S/4HANA
- Ease of implementation and low learning curve for SAP IBP
- Comprehensive visibility of the supply network with the SAP Supply Chain Control Tower solution
- Reduced complexity from leveraging best practices and taking a fit-to-standard approach, aligning operations with standard processes embedded in SAP IBP for sales and operations
- Continuous functional enhancements delivered through quarterly releases
- NTT DATA Global Solutions' expertise to support both the implementation of SAP IBP and TOA's business transformation by standardizing planning processes and improving the accuracy of production, sales, and inventory planning operations

After: Value-driven results

- Improved planning operations by integrating production, sales, and inventory management planning, reducing manual effort and workload in the field
- Aligned operations, sales, and production departments to improve planning accuracy
- Enabled comprehensive visibility of the supply network with real-time alerts and predictive analytics
- Synchronized data across value-based and quantity-based planning
- Prepared to use advanced data analysis for anticipating changes in demand to promptly mitigate risks

“With SAP IBP for sales and operations, our production, sales, and inventory management processes are unified and in sync. This helps us make **advanced planning decisions** based on both value and quantity.”

Akinori Ueda, Head of Supply Chain Management Strategy Department, TOA Corporation

4,000

Stock keeping units' stable supply secured

100%

Of manual adjustments to production plans eliminated

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NTT DATA Global Solutions Corporation

TOA Corporation
Kobe, Japan
<https://www.toa-global.com>

Industry
Industrial manufacturing

Products and services
Audio and visual
broadcasting and
communications
transmission equipment

Employees
3,144

Revenue
¥50.6 billion
(US\$348 million)

Featured solutions
SAP IBP for sales and
operations, SAP Supply
Chain Control Tower, and
SAP S/4HANA