



SUMMARY

Kawasaki Motors Corp. partnered with TransImpact to modernize its demand planning process and gain greater control over 13,000+ SKUs. By leveraging AI-driven forecasting, the company improved inventory accuracy, reduced excess stock, and increased supply chain responsiveness.



INDUSTRY:
Powersports / Automotive
Manufacturing



REVENUE:
\$1.6 billion



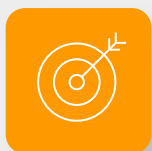
EMPLOYEES:
3,100



HEADQUARTERS:
Foothill Ranch, CA



PRODUCTS USED:
Demand Planning



The Challenge: Manual Planning

TransImpact Powers Scalable, Growth-Driven Demand Planning

Kawasaki Motors Corp., U.S.A., which distributes thousands of powersports products and parts across a network of over 1,100 dealerships nationwide, relied on manual, spreadsheet-based processes for demand planning. This approach limited scalability, slowed decision-making, and hindered forecasting accuracy across nearly 13,000 active SKUs.

As the company set its sights on ambitious long-term growth goals—building on its strong position as a top player in the U.S. powersports market—they weren't just looking for software. Kawasaki needed a strategic partner to deliver advanced planning capabilities, scale with its expanding product lineup, and support its evolving business needs for years to come.



Streamlining Demand Planning with a Scalable Solution

After outgrowing the capabilities of previous demand planning providers, Kawasaki found the long-term partner it needed in TransImpact. With advanced forecasting algorithms, TransImpact's demand planning software enables precise analysis of demand patterns to provide highly accurate insights. This robust solution allowed Kawasaki to streamline its demand planning process, moving away from manual, spreadsheet-based methods.

TransImpact was able to tailor the software to meet Kawasaki's specific needs, enhancing forecasting accuracy and scalability. By automating manual analytics and improving data accessibility, employees were able to shift their focus from repetitive tasks to strategic analysis of part characteristics and demand trends. This empowered smarter, faster planning decisions aligned with Kawasaki's growth goals.



The Solution: Smarter Planning





KEY RESULTS

- Improved forecast accuracy and service levels
- Better inventory turnover and reduced carrying costs
- More responsive planning processes with less manual effort

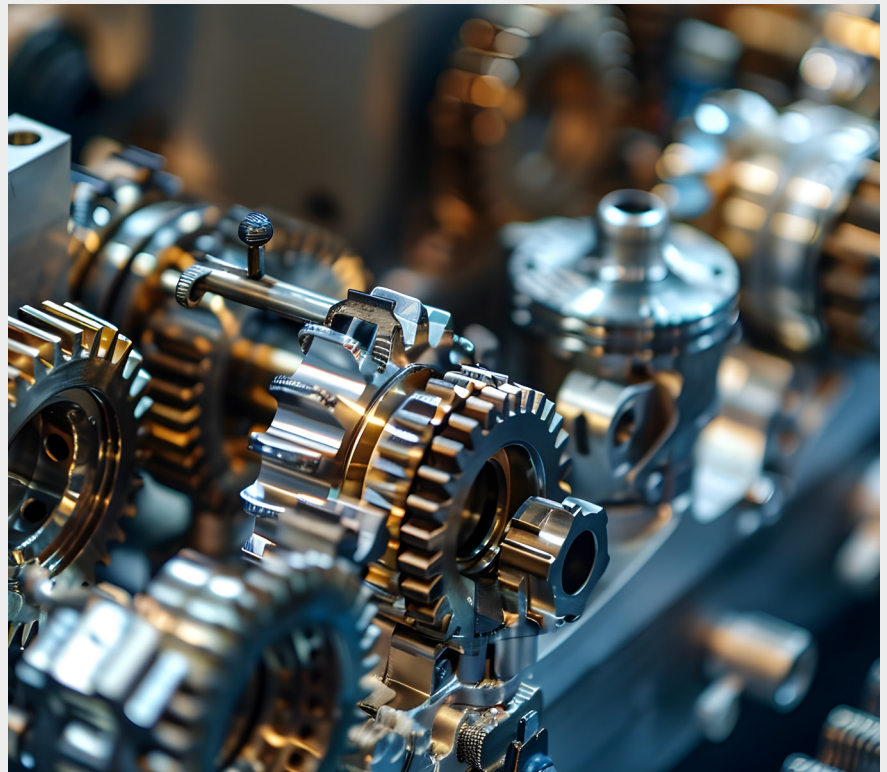
Improved Inventory Turnover and Scalable Planning Process

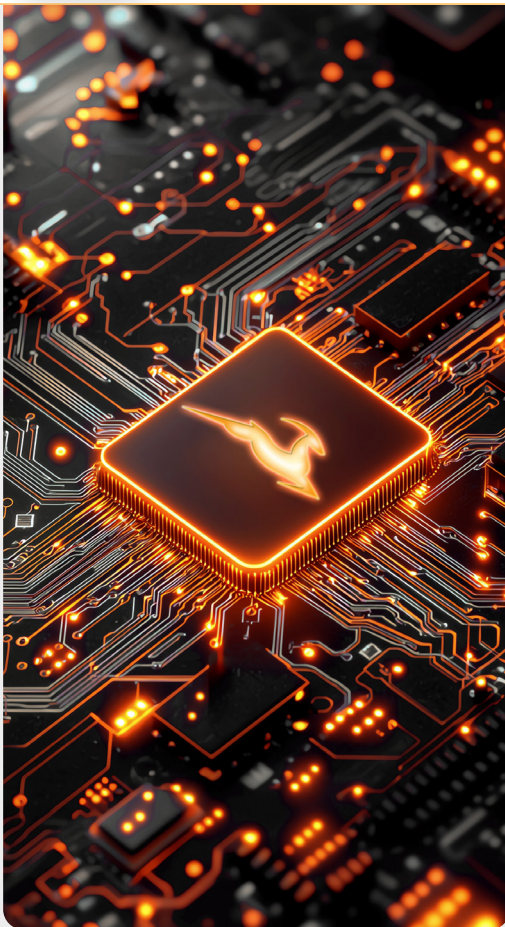
With TransImpact's demand planning solution supporting the management of nearly 13,000 SKUs, Kawasaki significantly increased its inventory turnover rate, reducing the risk of parts being exposed to rust, dust, and aging. Improved turnover also helped free up valuable warehouse space and reduce overall carrying costs.

The streamlined, scalable planning process not only improved operational efficiency but also unlocked new opportunities for optimization and growth that Kawasaki had not previously been able to pursue. This enabled the company to better support new product launches, dealer expansion, and long-term strategic initiatives.



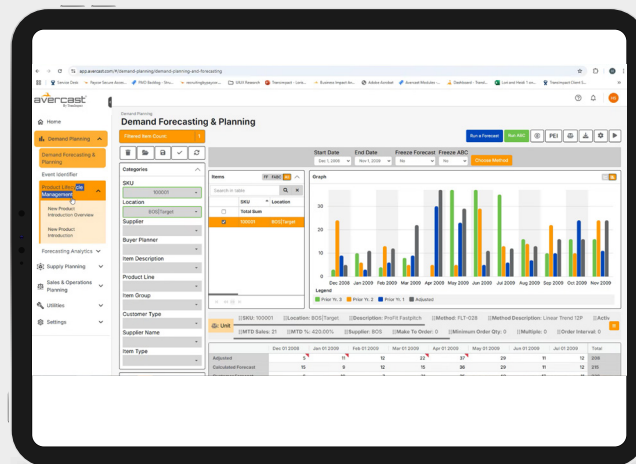
The Results:
New Opportunities





About TransImpact

TransImpact is a leader in technology-driven supply chain optimization. Our AI-driven solutions in parcel contract negotiation, spend intelligence, and logistics cost management empower businesses to drive efficiencies, optimize costs, and improve financial performance. Trusted by companies managing over a billion dollars in logistics spend, TransImpact delivers real-time insights and strategic advantages to help organizations stay ahead in an ever-evolving marketplace.



Transform Your Supply Chain into a Strategic Advantage

Stop relying on guesswork and outdated planning methods. With TransImpact's Supply Chain Planning solutions, you gain real-time visibility, improve forecast accuracy, and align inventory decisions with demand.

→ Take control of your demand planning and supply chain now!

Email us now at

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