

# Production Planning Optimization

How [Tonitto 1939](#) optimized its operations during a period of rapid growth by partnering with Streamline and [NoOne Consulting](#), leading to gained real-time data insights and improved decision-making.

Case Study



<b>Industry:</b> Food & Beverages	<b>Business model:</b> Manufacturing	<b>Region:</b> Europe, Italy
<b>Solution:</b> Demand Forecasting, Production Planning, Collaboration		



**Tonitto 1939** S.p.A. is an Italian family-owned business, renowned for producing high-quality gelato and sorbetto since 1939. With a strong emphasis on innovation and sustainability, Tonitto has maintained its commitment to delivering authentic Italian flavors while adhering to the highest standards of craftsmanship and quality. Over the decades, the company has grown into a trusted name in the frozen desserts industry, combining traditional values with modern production techniques.



## Challenge

As [Tonitto 1939](#) experienced rapid growth, managing inventory, demand forecasting, and operational decision-making became increasingly complex. The company's existing systems were not equipped to handle the fast-paced nature of their operations, which led to inefficiencies in tactical and operational planning. Tonitto needed a solution to manage inventory data, demand data, and sales insights in real time to optimize their processes and support the company's continued growth.

## Project

Tonitto partnered with Streamline and its Certified Partner in Italy, [NoOne Consulting](#), led by [Luca Bernardini](#), Co-Founder & Senior Partner, and [Barbara Mariotti](#), Co-Founder & Managing Partner. The implementation began with securing financial backing, followed by involving both internal and external IT teams to analyze the impact on Tonitto's ERP system.

The project was carefully planned to ensure seamless integration with their existing scheduling software, with a focus on training the sales and production teams to fully utilize Streamline's capabilities. Despite facing challenges such as internal team availability, Tonitto overcame these obstacles by investing extra time and effort, ultimately resulting in a successful integration of Streamline into their operations.

## Outcomes

The implementation of Streamline brought immediate benefits to [Tonitto 1939](#). The company gained greater control over inventory management and demand forecasting, allowing them to prevent stockouts and optimize turnover rates. Streamline's powerful data comparison tools helped the team identify discrepancies between forecasted and actual sales, leading to more accurate production planning.

The tool also made it easier to isolate product families and assess risks related to inventory and margins, improving the company's overall decision-making process. While full integration with their scheduling software is still underway, the results so far have been overwhelmingly positive, with significant improvements in operational efficiency.

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I would like to express my sincere appreciation for the excellent work carried out by [Luca Bernardini](#) and [Barbara Mariotti](#) of [NoOne Consulting](#), who supported us throughout the project. Their technical expertise, combined with a deep understanding of our specific needs, enabled us to achieve concrete and tangible results at every stage. They always respected our challenges and encouraged us to overcome any moments of stagnation. Thanks to their attention to detail and ability to work closely with us, we were able to meet our set goals. We are certain that their collaboration contributed significantly to the success of the project, and we do not hesitate to recommend them for any future initiatives. Thank you again for the outstanding work performed.

**[Paolo Vivalda](#)**

Head of Supply Chain & Operations, [Tonitto 1939](#)

## Looking Forward

[Tonitto 1939](#) sees further potential in Streamline to support its future growth. The company plans to fully integrate Streamline with other internal tools and looks forward to new features in future releases. Additionally, they hope to use Streamline more efficiently during Sales & Operations Planning (S&OP) meetings by enhancing dashboard functionalities to visualize data across custom time frames, such as fiscal year reporting. The company recently decided to extend the number of users in Streamline, to maximize the overall efficiency and results, as well as sharing internally a digital oriented culture.

