



Fundamental behaviour of Virtual-Build-to-Order systems

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Abstract

Virtual-Build-to-Order (VBTO) is an emerging order fulfilment system within the automotive sector that is intended to improve fulfilment performance by taking advantage of integrated information systems. The primary innovation in VBTO systems is the ability to make available all unsold products that are in the production pipeline to all customers. In a conventional system the pipeline is inaccessible and a customer can be fulfilled by a product from stock or having a product Built-to-Order (BTO), whereas in a VBTO system a customer can be fulfilled by a product from stock, by being allocated a product in the pipeline, or by a build-to-order product. Simulation is used to investigate and profile the fundamental behaviour of the basic VBTO system and to compare it to a Conventional system. A predictive relationship is identified, between the proportions of customers fulfilled through each mechanism and the ratio of product variety / pipeline length. The simulations reveal that a VBTO system exhibits inherent behaviour that alters the stock mix and levels, leading to stock levels being higher than in an equivalent conventional system at certain variety / pipeline ratios. The results have implications for the design and management of order fulfilment systems in sectors such as automotive where VBTO is a viable operational model.

Keywords: Mass Customization, order fulfillment, simulation, VBTO

1. Introduction

The trends of increasing levels of product variety (Cox & Alm 1998; Bils & Kennow 2001; Barbiroli & Focacci 2003), of offering customers choices over product options (Kotler 1989), and of greater responsiveness required by the market place create challenges for order fulfilment processes (McCutcheon *et al* 1994; Salvador & Forza, 2004). Interest has grown in how to engineer the product and process to enable product differentiation to be postponed until after the customer order is received (van Hoek 2001, Yang *et al* 2004). In the basic postponement order fulfilment model there is a decoupling point at which buffer stocks of components or semi-finished products are held in readiness for customer orders, as illustrated in Partanen & Haapasalo (2004), and when an order is received the product is produced and delivered to the requested specification. If the lead time demanded by customers is too short or if production capacity is a constraint there may be ways of satisfying demand by having several decoupling points or mixing an assemble-to-order with a make-to-stock (MTS) strategy (Denton *et al* 2003, Graman & Magazine 2002) but considerable effort may be needed to understand the product/process interaction as demonstrated in the selection of semi-finished vanilla boxes for computer servers by Swaminathan & Tayur (1998, 1999).

The characteristics of some products and supply chains hamper the adoption of the postponement model. For products such as passenger cars, some supply chain activities need to be triggered weeks or months before the date of manufacture. High levels of in-process inventories are unattractive in such systems. It is difficult to identify or create a dominant single decoupling point in the production system where a product can go from a 'generic' state upstream of the decoupling point to being fully specified downstream. How can the producer respond quickly to specific customer choice in such circumstances? Although a pure Build-to-Order (BTO) strategy can be adopted, it would result in customers having to tolerate long waiting times and it fails to satisfy those customers who may be prepared to accept some compromise from their preferred specification but are strongly averse to waiting (Elias 2002).

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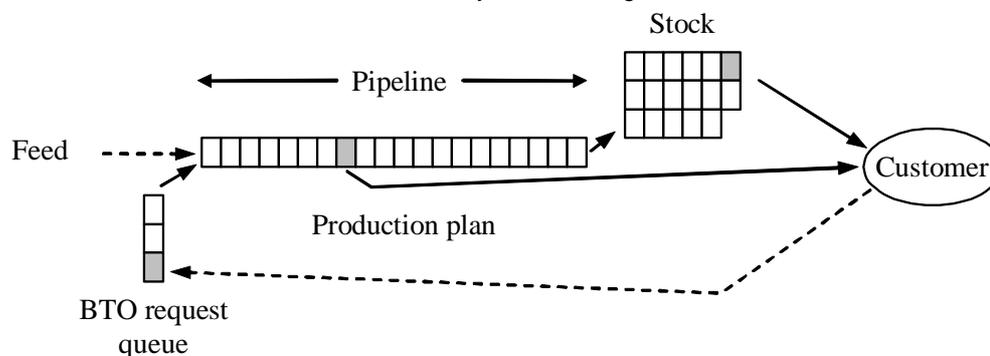
To accommodate these differences between customers, the producer could operate in a mixed BTO/MTS mode. However, information technology has opened the way to a new strategy termed Virtual-Build-to-Order (VBTO) that has evolved in the automotive sector but has applications more widely. It is described in the automotive context as connecting customers ‘*either via the internet or in dealer’s showrooms, to the vast, albeit far-flung, array of vehicles already in existence, including vehicles on dealer’s lots, in transit, on assembly line, and scheduled for production*’, with the expectation that ‘*customers are likely to find a vehicle with the colour and options they most want*’ (Agrawal et al. 2001). The upstream part of the pipeline that is planned is the virtual segment, typically driven by demand forecasts but tempered by other considerations such as component availability, capacity bottlenecks and workflow and balancing issues.

The VBTO approach is being used by major automotive firms (see Holweg & Pil (2001) where it is referred to as ‘amend-to-order’). The basic VBTO system has two segments – a ‘finished stock’ segment and a ‘pipeline’ segment that represents the sequence of products to be, or are being manufactured. Customers can be fulfilled in one of three ways: (1) by a product from stock; (2) by allocating the customer a product in the pipeline; (3) or by triggering a product to be built-to-order (in which case it enters the start of the pipeline). In the VBTO system there is no distinct, static, decoupling point in the process from which customers are linked to products. The ability to allocate products from anywhere from stock to the head of the pipeline has prompted the term ‘floating decoupling point’ to be coined (Brabazon & MacCarthy 2004). On the surface the operation of a VBTO system appears straightforward and to offer benefits over a Conventional fulfilment system that can fulfil customers from stock or by BTO only. For a mainstream passenger vehicle the pipeline can contain tens of thousands of products and it is intuitive to expect that a VBTO system can achieve the same level of customer fulfilment with less finished stock than a Conventional system. However, there is little analysis of such systems in the literature (Brabazon & MacCarthy 2004, Turner & Williams 2005). The aim of the research reported in this paper is to examine and characterise the fundamental behaviour of VBTO systems. Here we report results from a modelling and simulation study of the VBTO order fulfilment system that set out to investigate its behaviour with respect to the likelihood of fulfilling customer orders, the expected customer waiting time and the inventory characteristics of such systems. The structure of the model and the technical aspects of the simulation approach are first introduced. Results are presented for pipeline only systems with different search mechanisms and for conventional and VBTO systems. The observed behaviour is compared, analysed and discussed and the implications for the design and management of VBTO systems are noted.

2. Research approach

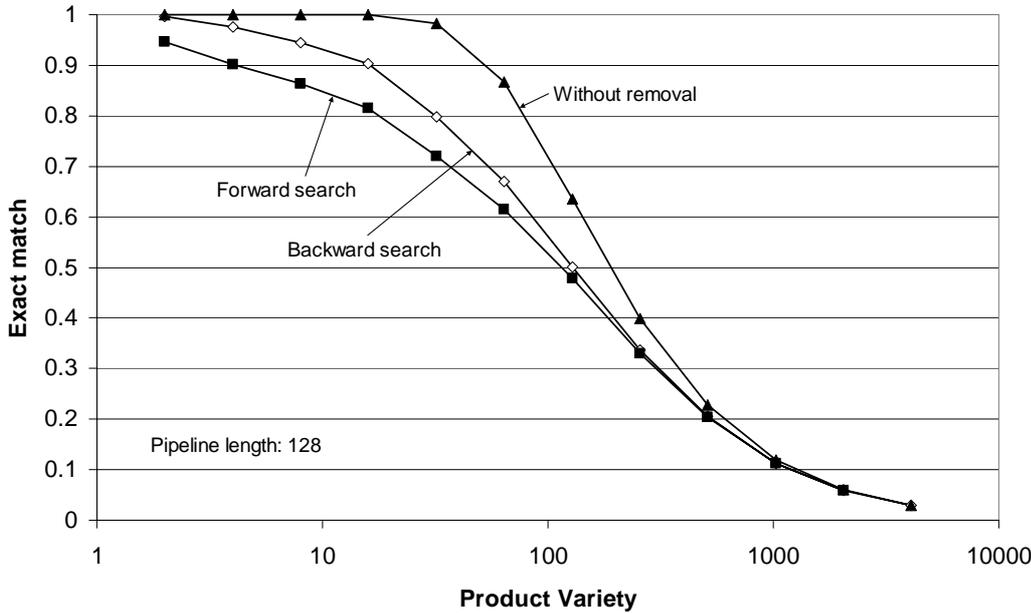
In this study the VBTO system is modelled as a system with three segments: a stock of unsold products, a production plan which is the sequence of products to be manufactured (referred to as the pipeline) and a BTO queue (Figure 1).

Figure 1: Schematic of the VBTO order fulfilment system showing three fulfilment mechanisms



In the model the production rate and customer arrival rate are constant and equal. Products enter the pipeline and customers arrive at a rate of one per period. Once products have entered the pipeline they cannot be re-sequenced. The sequence of products fed into the pipeline is random and uncorrelated. Each customer knows the specification of the product they are seeking and a search is made for a product that has exactly that

Figure 2: Probability of an exact match for each search method (Pipeline 128)



The difference between the two search methods can be explained by considering from where in the pipeline products are being allocated to customers. If two products in the pipeline match the customer’s order, a backwards search policy will allocate the product that is furthest downstream, as opposed to the product that is furthest upstream that is allocated by the forwards search policy. The allocated product remains in the pipeline until it reaches the end and, until it leaves, it depletes the number of products available to subsequent customers. The residence time of products allocated through a backwards search is less than in a forwards search. Hence, compared to the forwards search, the backwards search leads to a lower reduction in the available number of products. At a low or medium variety level there is a significant likelihood of two or more suitable products being in the pipeline, but as shown in Figure 2, the difference between the forwards and backwards search policies diminishes as variety increases. This is as expected since the likelihood of there being two or more matching products in the pipeline also declines.

Figure 2 includes a third curve labelled ‘without removal’ that was generated by searching for a matching product in the pipeline and then leaving it available to subsequent customers, which is equivalent to a ‘with replacement’ selection process and means that every customer has a full pipeline available to them. Given the nature of the variety distributions for the feed into the pipeline and for the sequence of customer orders (with both being random sequences from independent uniform distributions) a binomial model should give the same results as the ‘without removal’ case, and this is found to be true. This result validates the basic simulation logic used.

An important and fundamental finding is that a consistent pattern is found when other pipeline lengths are simulated and the fulfilment likelihood plotted against the ratio of *variety / pipeline length*. In Figure 3 pipelines of 3 lengths have been simulated at 12 variety levels, from 2 to 4096, using both forward and backward searches.

Figure 4: Fulfilment by mechanism for the Conventional system, *backwards search*. (Cumulative plot showing stock at bottom and BTO at the top)

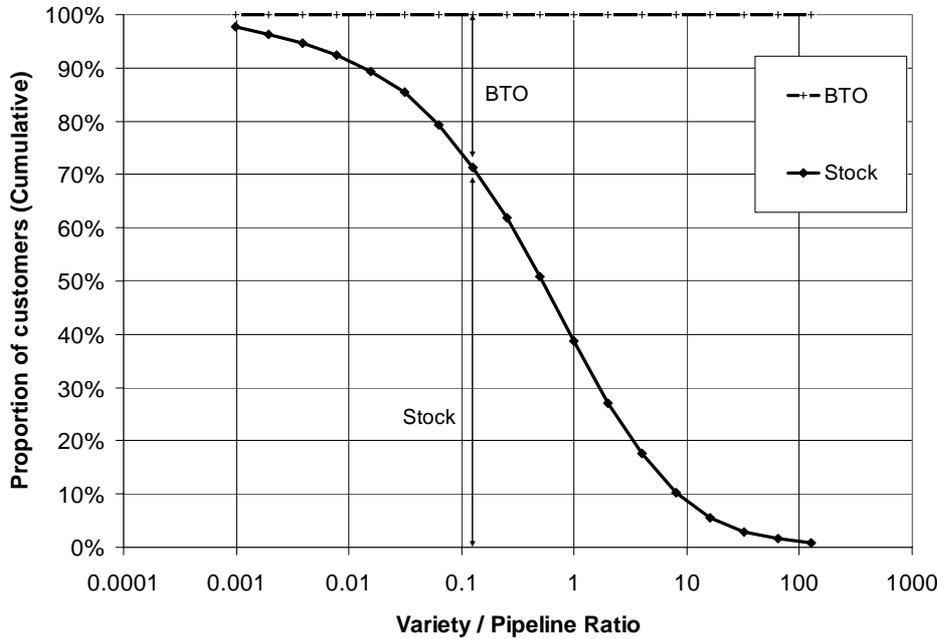
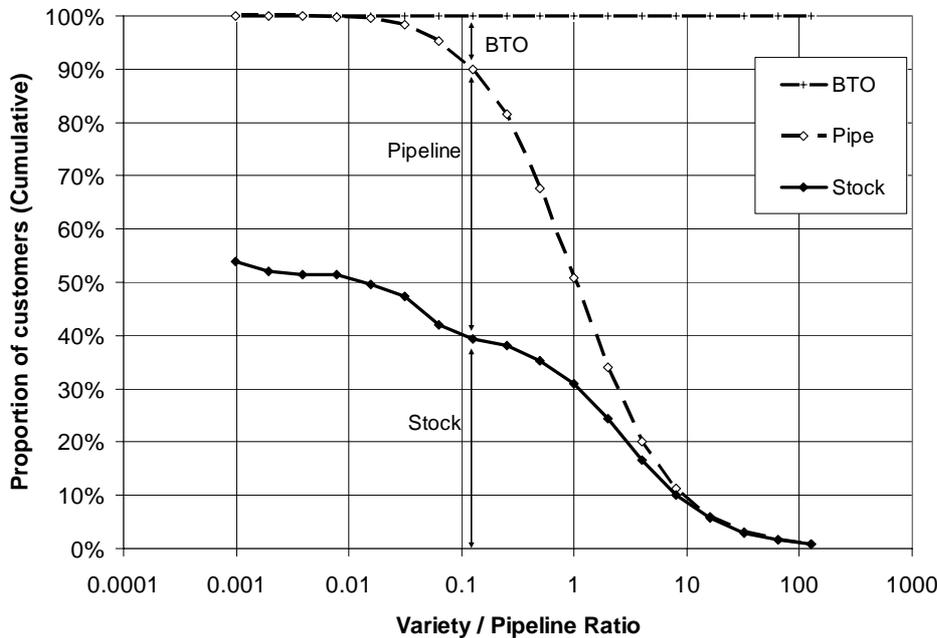


Figure 5: Fulfilment by mechanism for the VBTO system, *backwards search*. (Cumulative plot showing stock at bottom, pipeline in the middle, and BTO at the top)



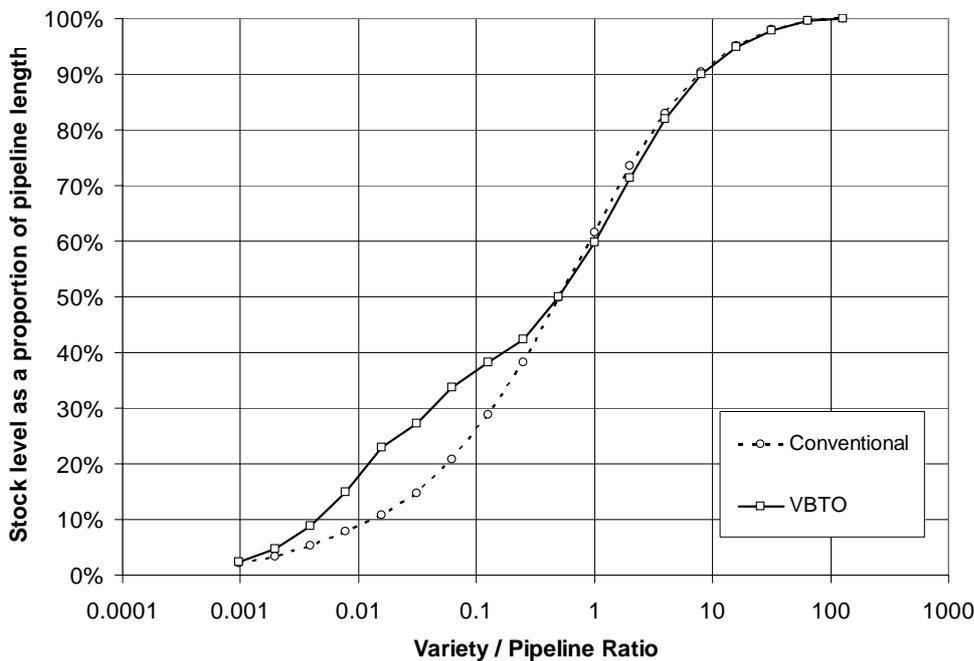
The results in Figure 4 show that at a variety/pipeline ratio of 1, just under 40% of customers are fulfilled from stock and 60% by BTO. In Figure 5 for the VBTO system, the bottom area is stock fulfilment, the middle zone is pipe fulfilment and the upper area is BTO fulfilment. In this graph, at a variety/pipeline ratio of 1 the fulfilment is 30% from stock, 20% from the pipeline and 50% by BTO. Compared to the Conventional system, in the VBTO system the switchover to BTO fulfilment is delayed to higher variety/pipeline ratios. When the variety/pipeline ratio is in the region of 0.01 to 0.1, the BTO proportion in a VBTO system is at the level it

would be in a Conventional system which had an order of magnitude less variety. At a variety/pipeline ratio of ~ 10 and above, the VBTO and Conventional systems are equivalent.

4.2. Comparison of stock levels

Comparison of Figures 4 and 5 indicates that at low variety/pipeline ratios the dominant fulfilment mechanism is from stock in the Conventional system. Approximately double the proportion of customers is fulfilled from stock in the Conventional system compared to the VBTO system. From this observation it would be expected that there is double the amount of stock in the Conventional system. However, the reverse is the case as shown in Figure 6.

Figure 6: Comparison of average stock levels in the VBTO and Conventional systems



At variety/pipeline ratios below 1 the VBTO system carries more stock than the Conventional system, approaching twice as much at ratios close to 0.01.

Examination of the products in stock in the VBTO system reveals the mix to be highly skewed compared to the Conventional system. A random snapshot of the stock in a VBTO system (using a backward search, pipeline length of 512) with variety of 4 illustrates the condition: of the 57 products in stock there were none of type '1', 8 of type '2', 5 of type '3' and 44 of type '4'. The oldest 33 products in stock were all type '4'. The effect of this is that the stock in the VBTO system has less coverage than the stock in the Conventional system, where coverage is the proportion of product variants for which there is at least one available. Coverage for the two systems is presented in Figures 7 and 8 and comparison of these plots with Figures 4 and 5 reveals that fulfilment is closely linked to coverage.

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Figure 7: Coverage in the Conventional system

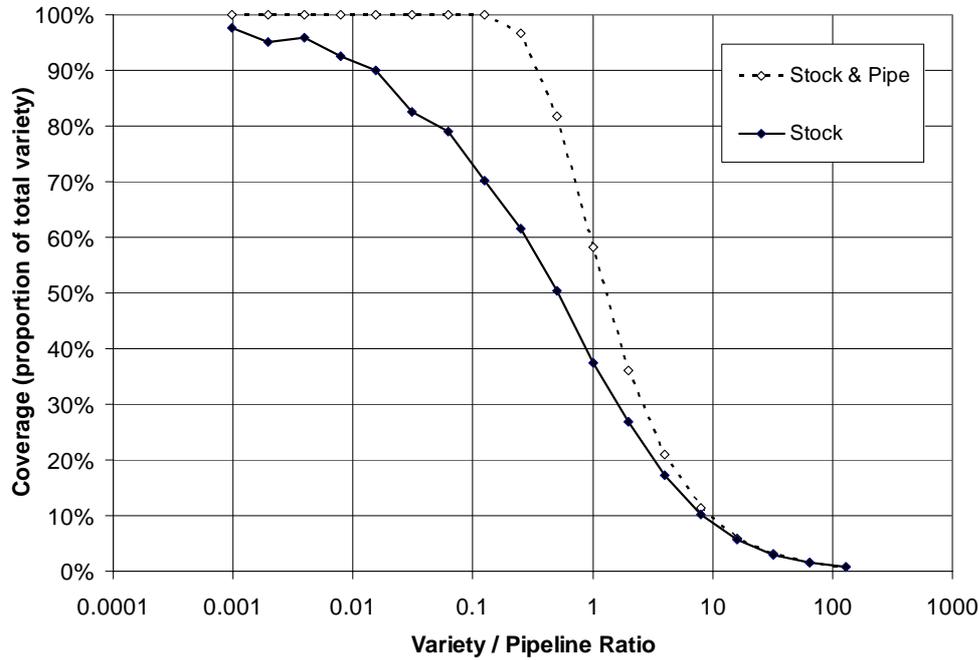
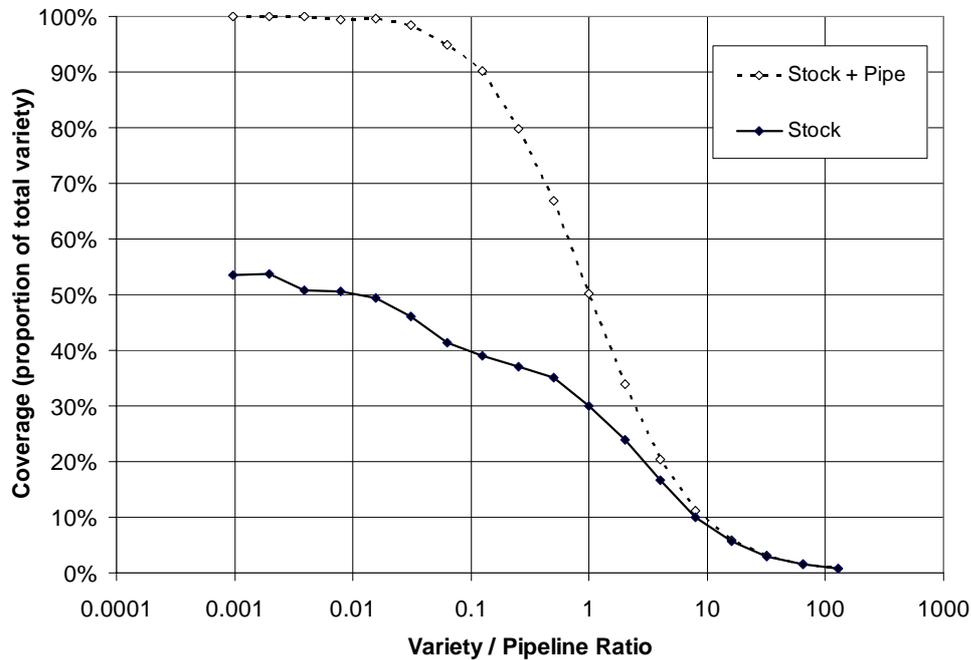


Figure 8: Coverage in the VBTO system



The cause of the stock mix in the VBTO system being different to a Conventional system has been found to lie in the interaction between the sequence of products in the pipeline and the sequence of customers. The feed of products into the pipeline is a random sequence and the customers also arrive in a random sequence, but the interaction between the two leads to the pipeline being stripped of its randomness, resulting in a non-random distribution of variants replenishing stock. In the Conventional system the stock is also replenished by products from the pipeline, but which in this case has been hidden from customers and is still in the random sequence that created it.

To illustrate this ‘stripping’ phenomenon, a long pipeline has been generated of a random sequence of 4 products, which has then been searched (using a backwards search), by a random sequence of customers. Figure

Figure 10: Comparison of average customer waiting times in VBTO systems compared to Conventional systems

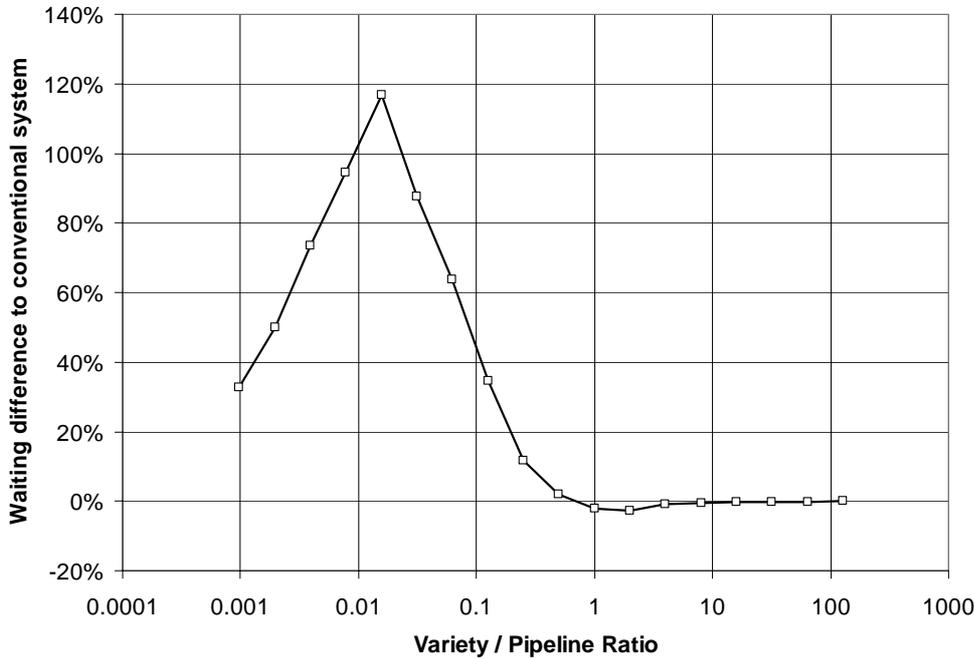
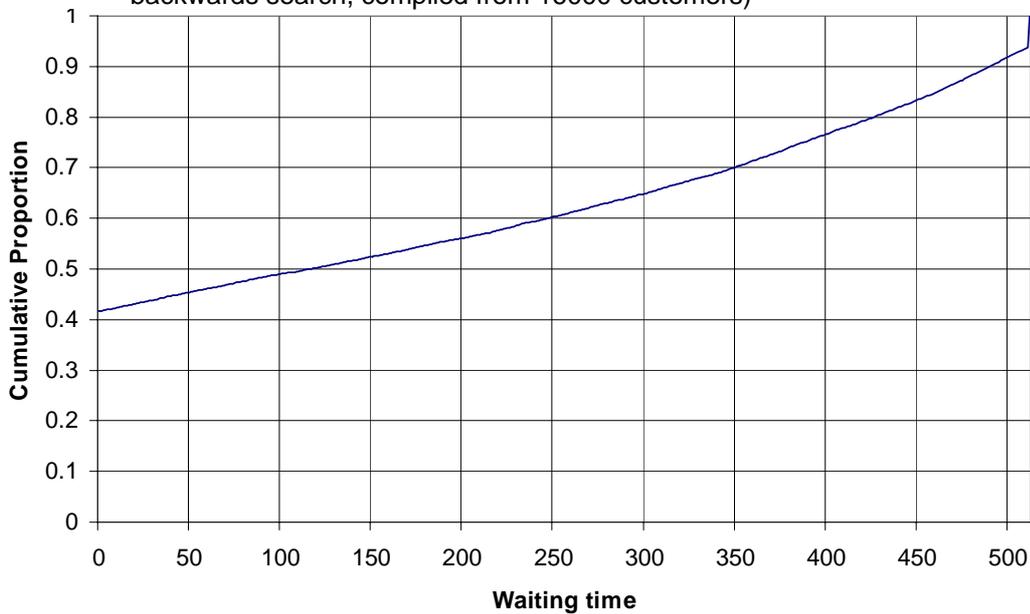


Figure 11: Cumulative distribution of customer waiting times for the VBTO system (variety 32, pipeline 512, backwards search, compiled from 16000 customers)



5. Discussion

This is the first study in the literature to examine the intrinsic behaviour of the Virtual-Build-to-Order system and to establish the parameters which determine its performance. The research approach has been to study the system in a basic form, with simple operating rules and without complex control logic, and this approach has been vindicated by the insights obtained. Although the simulation model has been kept simple, it structurally and logically captures key elements of real pipeline systems, enabling macro-behaviour to be investigated. An

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