



Best in class consulting, training and executive coaching



Demand Planning Newsletter [Switch to HTML](#)

July '09 /1st Summer edition

**DemandPlanning.Net services include:**

- » [Demand Diagnostics](#)
- » [Demand Modeling](#)
- » [Metrics Design](#)
- » [Supply Chain Process Development](#)
- » [Forecasting Systems Implementation](#)

**NEW Demand Forecasting in SAP APO In-House Hands-On Modeling Workshop:**

SAP APO is a popular supply chain planning tool among many Fortune 1000 companies today. The APO DP training offered by demandPlanning.Net is a comprehensive three day course that will teach your planners both the theory as well as the modeling mechanics of the tool. [Learn More!](#)

**Featured Content:**

**NEW Industry Forecasting and Market Share Modeling White Paper**

by Mark Chockalingam, Ph.D.

Forecasting in a best practice environment is a closed-loop process. The consensus forecast is the combined effort of Sales, Marketing, Finance, and Operations Planning. In this session, we will examine how Market Research is a significant influence in forecasting.

In the Strategic Forecast process,

- We incorporate the effects of changes in Market share, consumption patterns, and inventory cycles.
- Inventory cycle is defined as the trend to accumulate or reduce inventory.
- Demand is modeled as the change in inventory at retail plus retail consumption.
- In the planning process, this model helps us plan our promotional spend in the context of market trends and developments and also monitor inventory risk at the trade.

[Click here](#) to download the full white paper!

DemandPlanning.Net will be offering a training course in Boston, MA in October 2009!

[Contact us](#) for Details

**Join the DemandPlanning.net professional group on Linked-In!** View and join the group [here](#)

**Have a demand planning question?** Post in on our forum! visit [www.DemandPlanning.us](http://www.DemandPlanning.us)

**NEW New Dates announced for DemandPlanning.Net Summer Web Workshop Session!**

July 29th, 2009- August 7th, 2009

This summer we'll be launching a series of three insightful workshops- [Introduction to Demand Modeling and S&OP](#), [Inventory Management using Demand Forecasting Metrics](#), and a tool specific workshop covering [Error Metrics in APO DP](#).

[Demand Modeling and S&OP](#) is an intensive, two module (July 31, August 7 2009) hands-on training session using a modeling tool. [Error Metrics](#) (July 29 2009) is a specialized session that explores the mechanics behind the statistical models in APO DP. [Inventory Management](#) (August 5 2009) workshop illustrates the effect of demand forecast error on your inventory policy.

**Special Promotion for our Newsletter Subscribers:**

For a limited time, DemandPlanning.Net is announcing a special promotion for our Newsletter subscribers, giving you a **discounted price of \$169 per module** (or \$329 for both modules of the Demand Planning Workshop) on any early registration (processed and paid by July 10th, 2009) for a current web workshop offering!

[Click here](#) to take advantage of this offer!

**Now Available for purchase: Workshop Manuals!**

We have a limited number of workshop manuals available for purchase for our featured Demand Planning, and CPG Demand Planning workshops.

These hard-copy training manuals contain complete workshop contents, and are an excellent way to prepare for a workshop or catch up on one you've missed.

Order the [Demand Planning and Forecasting workshop Manual](#) or the [CPG demand Planning workshop manual](#) Now!

## FEATURED EVENTS



## NEW JOBS

- » [Manager of Demand Planning & Forecasting, AR](#)
- » [Dept. Head, Demand Planning/Forecasting, NY](#)
- » [Sales Forecasting Manager, CA](#)
- » [Demand Planning Analyst, MA](#)



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