



DemandPlanning.
Net Consulting
includes

Demand Diagnostics

Demand Modeling

Metrics Design

**Supply Chain
Process
Development**

**Forecasting
Systems
implementation**

Is CPFR dead? Are there simple and cost effective methods for supply chains to collaborate?

Although CPFR was hot during the 90's many companies got burnt with low ROI on their CPFR projects, which were complex and expensive without adequate benefits for the supply chains. Now companies are looking for cost effective methodologies that will drive supply chain visibility.

Despite VMI being considered old fashioned many companies are returning to the basics to leverage partner information through simple and easy to install methodologies. [DemandPlanning.net](#) recommends a modified VMI approach which incorporates the proactive elements in a collaboration platform thus driving more productivity with the same basic data and system structure..

[Learn more...](#)

Is your demand affected by advertising and promotions? Do your models capture the impact of ad spending and other causal factors such as competitive price actions, interest rate increases and changing trend and fashions in the market place?

The Many forecasting tools provide automatic modeling methodologies using basic time series models such as exponential smoothing and ordinary linear regressions. However such simple models assume history repeat itself even in the face of changing market conditions.

You either need to make a subjective adjustments for the impact of causal drivers or come up with more rigorous statistical methodologies to exploit the information from causal events. There are a variety of advanced techniques available to automate the generation of causal events and using the causal's as explanatory variables in the models. These include multiple linear regression models, transfer function models, vector auto regressions and state space models etc., The key is finding the right methodology for your business process and intelligently evaluate software for such capabilities. It may not be unusual to custom built such capabilities. » [More...](#)



Forecast your path of excellence: Pharma Forecasting Barcellona 2008

The challenges for forecasting in pharmaceutical companies are vast. The needs across multiple functional areas, the diversity of geography, and varied time horizons all presents a daunting challenge to the forecaster. This conference will address these issues head-on and present best practices in meeting these challenges.

This Summit gives you the platform to forecast your path of excellence and understand key dynamics and drivers in 2008 that will reshape the characteristics of the global market.

[Learn More...](#)

Demand Planning on-site workshop for your Planners, Marketers and Sales Professionals!

This workshop will explain the methodology and process behind accurate demand forecasts and how to effectively use sales and marketing intelligence to arrive at a consensus plan. The focus will be on demand modeling using popular statistical models, the methodology to perform model diagnostics, forecast accuracy measurement and the process to incorporate market intelligence and a brief overview of Sales and Operations Planning process.

This highly informative workshop will be conducted on-site by a Demand Planning expert. Our Principals include Mark Chockalingam, Mark Lawless, and Joan Kopp. The workshop runs approximately two days and includes extensive materials and excel templates to take away and be used in your work. Cost is just \$8,995 for upto 10 Attendees. [Learn more...](#)

On Tuesday, March 4, 2008 Boston Apics Organization is conducting Top Management / Leadership Night event which will give everyone the unique opportunity to see and listen to Mr. **Scott Kirsner** who writes the new weekly column for the **Boston Globe**.

The topic of the PDM is **Boston's Innovation Economy: Strengths and Challenges**. This is a Joint Meeting With APICS North Shore featuring Mr. **Scott Krisner** who will explore the strength of the regional innovation economy and some of the industry sectors creating most growth, while also spotlighting some of the challenges we should all be focused on addressing. The cost to attend this leadership dinner is just \$35, which includes a hot meal. The Meeting will be held at Montvale Plaza, Stoneham MA.

Scott Kirsner writes the new weekly column for the **Boston Globe**: "[Innovation Economy](#)," which is published every Sunday. His own tagline for the column is "What's New in New England." He is part of the founding team of three conferences that focus on the innovation economy in New England. The Nantucket Conference on Entrepreneurship & Innovation is held every May. Convergence: The Life Sciences Leaders Forum takes place one island to the left, on Martha's Vineyard, every June. He also serves as a Host, Speaker and Moderator.

[Learn more...](#)



Demand Planning LLC - Niche Consultancy that specializes in Demand Management and S&OP!

This Newsletter is being sent to you from Demand Planning LLC
Post Office Box 261, Lexington, MA, 02420 USA | (781) 995-0685 | info@demandplanning.net

To ensure future delivery of DemandPLanning.Net e-mail promotions and newsletters. please add our "From" address kanakav@demandplanning.net to your address book.

To unsubscribe please email valli@demandplanning.net with unsubscribe in the subject line.