



DemandPlanning.
Net Consulting
includes

Demand Diagnostics

Demand Modeling

Metrics Design

**Supply Chain
Process
Development**

**Forecasting
Systems
Implementation**

Wish you a Happy New Year 2008!

What is the secret to designing a successful demand planning process that incorporates best practices in your industry?

Our approach to process design is consensus and customer driven. To follow Steven Covey, “we start with the end in mind!”

The best practice process starts with the customer in mind, namely the Supply Chain. The demand planning process should be designed to deliver an accurate forecast - right product, right time and right location! The demand plan should have consensus from all organizational functions on the demand side. Our guiding objective is to design a best-in-class process to deliver an accurate, one-number plan to the Supply Chain! But this also helps a business to derive an accurate financial forecast for corporate management. [Learn more...](#)

Is there a credible comparison study of SAP APO vs. specialized tools for Demand Planning and Inventory Management (SmartForecast, ForecastPRO, Demand Solutions etc.)?

The tools SmartForecast and ForecastPro are small foot print tools and typically run on a PC.

SmartForecast and ForecastPro are more focused on statistical forecasting to derive a decent modeled forecast. ForecastPro has an excellent engine that enables you to create Exponential Smoothing models. It is very easy to learn and use. ForecastPro allows intervention modeling in their exponential smoothing algorithms. It has the capability to do simple Box-Jenkins models but no capabilities to allow interventions or transfer functions. SmartForecast does similar statistical models but their claim is that they are very effective in modeling intermittent demand situations.

Both these tools are relatively inexpensive and easy to install as they are just plug and play windows versions. However the catch is these are not enterprise-wide forecast management tools. ForecastPro does not have a built in database so it piggybacks on Excel and Access. Forecast management is the process to get, clean, prepare data for forecasting, managing the versioning of forecasts, and the ability to compare the forecasts » [More...](#)

Response Management the next wave of supply chain innovation?

That's the question posed by AMR Research's Steve Hochman in a recent article. Amongst demand-driven leaders, the pursuit of perfectly optimized forecasts and supply plans can no longer be the end game.

[Click here](#) to access the free article, read it and then tell us what you think!

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. Regular price is just \$8,995. With our special March offer, we offer a \$1,000 discount on the March workshops! [Learn more...](#)

Mr. Ron Ireland from Ollie Wight Americas will conduct a workshop on S&OP and business management for the Boston Apics Organization at the Marriott Courtyard Boston, Stoughton, MA.

On Tuesday, February 19, 2008, a Joint Meeting With APICS South Shore will feature Mr. Ron Ireland, Principal, Oliver Wight Americas, USA who will discuss how S&OP is being expanded into an updated process called Integrated Business Management as it links the key internal processes of Product Management, Demand Management, Supply Management, Financials, and S&OP with the overall corporate strategy. The cost to attend this dinner PDM meeting is just \$35, which includes hot buffet dinner.

Ronald K. Ireland, a principal and member of the board of directors with Oliver Wight Americas, is a globally-recognized visionary to many of today's value chain best practices organizations. He has over 25 years of business process and technology experience with leading companies with a primary focus in Demand and Supply Chain processes for retail, manufacturing, high technology, and aerospace. Ten of those years of experience were specific to the area of strategic consulting at the executive level.

[Learn more...](#)



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

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Post Office Box 261, Lexington, MA, 02420 USA | (781) 995-0685 | info@demandplanning.net

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