

**TESTIMONIALS**

## About the Workshop Leader

Dr. Mark Chockalingam is Managing Principal, Demand Planning LLC, a Business Process and Strategy Consultancy helping clients across industries: Pharmaceuticals, Consumer Products, Chemicals and Fashion Apparel. His specialty consulting areas include Sales forecasting, Supply Chain Analytics, and Sales and Operations Planning. He has conducted numerous training and strategy facilitation workshops for a variety of clients in the US and abroad, and has worked with a variety of companies from the Fortune 500 such as Eastman Kodak, Wyeth, NSTAR, Miller SAB, FMC, and Teva, to the small and medium size companies such as Au Bon pain, New Balance, Nomacor, and Ticonaa division of Celanese AG.

With significant expertise in business forecasting and modeling, he is a frequent speaker at major supply chain events on topics ranging from demand management to sales and operations planning.

Prior to establishing his consulting practice, Mark has worked with several manufacturing companies in prominent supply chain positions. Mark was Director of Market Analysis and Demand Planning for the Gillette Company (now part of Procter and Gamble) and prior to that he led the Suncare, Footcare and OTC forecasting processes for ScheringPlough Consumer HealthCare in Memphis.

Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India.

**SUPPLY**

**CHAIN**

**CO**

**LLABORATION ION**

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*"I thoroughly enjoyed the presentation and think the learnings will be of value to us. Thank you."*

VP Logistics,  
Cumberland Swan

*"I attended the session to see if I may want to send additional demand planners to subsequent training sessions. I thought the training was well done and will recommend that several others from my team attend this workshop soon."*

Server Demand Planning Manager, HP

*"Mark is a good presenter, with high energy and audience involvement, and he appeared to be wellversed in the subject. His presentation contained a wealth of info on supply chain, lots of food for thought... more manufacturing companies should consider his ideas! "*

Workshop Attendee,  
Chicago June 2008

*"This[collaboration planning] was a great workshop. There was a lot of discussion which is always nice; I would love to attend his future workshops, and would definitely recommend them for others."*

Director of Operations,  
Mako Surgical

*Creating a collaborative process between your supply chain, customers & vendors*

# You Will Learn to...

- ✓ **Appreciate** the importance of supply chain collaboration
- ✓ **Quantify** the benefits of internal & external supply chain collaboration
- ✓ **Set up** a collaboration process with your trading partners
- ✓ **Utilize** the various collaboration methods & **understand** the pros and cons of each
- ✓ **Understand** the key building blocks & challenges in creating a collaborative value chain
- ✓ **Calculate, Use & Interpret** collaboration metrics & the partner collaboration scorecard

# OVERVIEW

Whether you are a Supplier, manufacturer, or distributor in the global Value Chain, an integrated supply chain planning process with partner collaboration is a key requirement to...

- ✓ **increase customer satisfaction,**
- ✓ **speed up the time to market and**
- ✓ **Improve profitability.**

Integrated supply Chain planning starts with a plan for customer demand, which then gets translated into a production and manufacturing plan, complemented by effective inventory management, and network optimization for improved supply chain efficiencies in the long run.



Traditional supply chains are driven by a halo mentality where one function receives information from another and reacts with goods and service transfers or with more information. However, collaborative supply chains work on the basis of collective inputs from various supply chain participants including even the customer (CPFR) and the vendor (Comanaged Inventory, VMI or Supplier Managed inventory).

In this workshop, we will review and illustrate the various partner collaboration initiatives including VMI, CMI, ECR, and CPFR and their key benefits to an extended value chain. We will illustrate the mechanics of the different collaborative initiatives and show you how to set up a collaboration process with your partners. We will also discuss the key building blocks of Supply chain collaboration including Demand Planning, New Product Development process, order fulfillment, and integrated business planning (S&OP).

# AGENDA

## DAY I

### 1. Supply chain collaboration Overview

- Introduction to extended supply Chains
- The Value creation Process in the global value chain
- Collaboration parameters
- Internal collaboration and S&OP
- Leveraging information exchange to maximize the value of the partnership
- Industry structure and the trading partner relationship
  - a. Continuous replenishment programs
  - b. VMI, CRP, SMI, and CMI

### 2. What and Why of CPFR?

- Holistic linking of the partner value chains
- Collaborate on forecast (retail sales, promotional, DC & store)
- Forecast accuracy as the driver for both supply chains
- Leveraging an accurate forecast to drive the manufacturing process
- Challenges & criticisms of CPFR in practice

### 3. Review of Industry specific applications

- Effect of Demand Volatility in the Supply Chain
- Supply and Production Lead times
- Commoditization vs. specialization
- Industry Models
- CPG
- FMCG
- Automotive
- High Technology
- Process Industries

### 4. Review of Case Exercise and Handouts

## DAY 2

### 5. Customer Collaboration in Practice

- POS forecasting and Collaboration
- Joint Business Planning
- New Product Development and Line extensions
- Promotional and Event Planning
- Challenges of creating a shipment forecast and deployment
  - a. Integration into regular forecasting process
  - b. Shared Single Forecast

### 6. Partner Collaboration Scorecard

- Key measures of collaboration Success
- Have you served your end customer?
- Measures for Efficiency and Effectiveness
- Periodicity of KPI review

### 7. Demand Driven Supply Networks

- Integration of Retail intelligence into the supply chain process
- Customer's internal order creation process
- Promotional dynamics
- Inventory dynamics
- Creation of the order forecast using customer POS and inventory
- Account Based Forecasting (ABF) process

### 8. Collaboration Case Study addressing these questions

- Is there value in the committed future order stream for collaborative Forecast?
- How choose among the many programs
- What do you need to redesign in your forecasting to accommodate customer information?
- How can you leverage the supply chain process to provide superior customer service?
- case study

For further information and pricing contact us today at (781) 995-0685 or by email at services at demandplanning.net