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COMING SOON:

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- » **Supply Chain Metrics workshop - Spain July 27 - 29 2009**
 - » **Supply Chain collaboration - Details forthcoming**

Featured Content:

White Paper: What is True Demand?

By Mark Chockalingam Ph.D

An important building block to creating an accurate demand plan is the accuracy of your demand history. Since the purpose is to forecast all unconstrained customer demand in the future, we need to define and collect a history of true demand.

Since demand itself is unobservable, we use a proxy such as history of shipments or customer orders to measure demand. In this paper, we examine the demand components of observed shipment history and customer order stream. We illustrate the arguments in favor and against using these measures as a proxy for true demand and suggest some methods to address the corrections.

Not Available elsewhere: [Download PDF](#)

White Paper: Forecast Accuracy

By Mark Chockalingam Ph.D

Accurate and timely demand plans are a vital component of an effective supply chain. Forecast accuracy at the primitive SKU level is critical for proper allocation of resources. Inaccurate demand forecasts often would result in supply imbalances when it comes to meeting customer demand. In this presentation, we will discuss the process of evaluating forecast accuracy, the pros and cons of different accuracy metrics, and the time-lag with which accuracy should be measured. A method to identify and track forecast bias will also be discussed.

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Have a demand planning question?

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CPG Planning and Forecasting - 1 Day Seminar

May 26, 2009 Chicago IL

Consumer Packaged Goods companies are faced with a changing retail landscape dominated by a few large retailers and higher uncertainty from consumer preferences and retail promotional policies.

Your large retail customers provide the shelf take-away data plus enhanced visibility into the inventory levels at store and warehouse. Come to this workshop and learn how to leverage both consumption data and inventory data to create accurate demand plans!

[Read More](#)

NEW Measure to Mature!: Improve your supply chain effectiveness through Holistic Metrics

APRIL 21st, 6PM: Mark Chockalingam Ph.D will be speaking at the Providence RI chapter of APICS on this important subject. Visit the [Providence Chapter website](#) for registration.

NEW Boston APICS Student Competition

Across the country, APICS Chapters sponsor annual Student Case Competitions for Graduates and Undergraduates who are in courses of study for Operations, Logistics, or Supply Chain Management. The Boston Chapter student case competition is a who's who of higher education in the New England area with teams from Babson, Boston College, Boston Univesity, MIT, & North Eastern University.

The event will be judged by supply chain experts including Virginia Vogle [APICS District 1 Manager], Guy Yehiav, VP of Oracle applications, Mark Chockalingam, and Jack

Shields, President & COO, Webster Industries. Come Join us on April 18 at the Bentley University Campus for a fun afternoon.

Register Now on the [Boston APICS Website](#)

FEATURED EVENTS

Consumer Packaged Goods Forecasting & Planning Summit

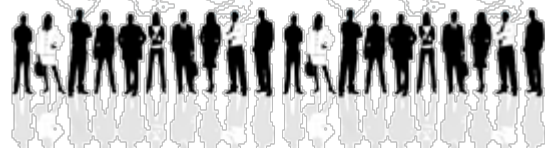


Effective planning is central to business success. IE Group launches the exclusive CPG Forecasting and Planning Summit in Chicago May 27-28, 2009.

Bringing forward-thinking business leaders together to shape the revolutionary ideas that spark innovation in forecasting & planning within the CPG industry.

NEW JOBS

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- » [Demand Planning Manager, San Leandro CA](#)
- » [Sr. Demand Planner, Warrendale, PA](#)



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