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## Best Practices in Demand Planning and Sales Forecasting

Jan 13 2011 | Northern NJ

One Day Workshop - Just \$395 per attendee, before December 15 for the Early-bird price. Regular price \$445 (after Dec 15).

Organizations spend a lot of time and resource on forecasting efforts to improve the accuracy of the demand forecasts that are used in their supply chain. The practices adopted by these organizations and a poor process design can actually hamper your goals of an accurate demand plan and a lean supply chain process...

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## Forecast Modeling Capabilities In SAP APO Vs. Other Statistical Tools

Mark Chockalingam

I will take SAS software and Forecastpro as benchmark tools here to compare the capabilities of APO DP..

Between SAS and APO DP, the difference is huge. You have an array of statistical models to choose from in SAS while APO DP, has just a few limited set of models. Even among the models available in APO, the optimization and convergence of model selection to result in the parameters are some what inefficient and does not compare to even inexpensive off-the-shelf products like Forecast Pro or Autobox

For univariate forecasting, you can use Exponential smoothing models, intervention models, Box-Jenkins models, distributed lag models, vector autoregression models etc. SAS allows you to model using a variety of techniques and allows you to customize them, although you require deep knowledge in statistics and programming. It is not a plug and play tool.

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## Demand Planning And Forecasting Workshop May 25-26 | Norwood MA

In this specialized two-day course, we will explain the modeling methodology and process behind accurate demand forecasts and how to effectively use promotional information to arrive at a consensus forecast. The focus will be on demand modeling using statistical techniques, the methodology to perform model diagnostics, forecast accuracy measurement and the process to incorporate market intelligence.

If you are a new demand forecaster or looking to enhance your knowledge of business forecasting, you cannot afford to miss this opportunity!

- Get skills you can use at work
- Network with peers





## APICS 5th Annual Holiday Networking Event!

Dec 7, 2010 | Stoneham MA

Hosted By Boston Chapter of APICS  
North Shore Chapter of APICS, South  
Shore Chapter of APICS in  
collaboration with CSCMP and IBF

### EVENT SET UP

- Montvale Plaza
- Cash Bar
- Hot and cold hors d'oeuvres, buffet, coffee and pastries

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## Top 10 Demand Planning Mantras

**Mark Chockalingam**

1. GIGO – Define your demand history right before developing forecasts and plans.
2. All you need to know about forecasts, you need to start from the Data Garden. Understand your data and make appropriate adjustments before beginning the forecast process.
3. Measure to mature! You cannot improve the process unless you measure where it is right now. Design and deploy the right set of demand Metrics.
4. Know your Stats. It helps to start with a good statistical modeling tool to develop baseline forecasts.
5. Define a monthly process!
6. Don't do the same thing every month. Forecast by Exception!
7. Assess and quantify your promotion. Get promotional intelligence and do event planning.
8. Be pro-active and responsive in planning ahead. Ask what is our action plan for risks and opportunities to the latest forecast.
9. Manage by Exception! 20% of your products and customers drive 90% of your revenues, sales volume and profits. The 90-20 rule.
10. If you have a choice, KNOW the future, so you don't have to forecast it!

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