



**value through planning, maximized.**

**consulting**

**solutions**

**training**

# Value Through Planning

Demand Planning, LLC, based in Boston, MA, is a business process and strategy consultancy that specializes in Sales Forecasting, Demand Planning and Sales and Operations Planning.

We have helped a variety of businesses across several industry verticals to improve their planning process and create value through demand analysis and diagnostics, process re-design, solutions implementation, and customized on-site training.

## We can help you...

- ☑ Analyze your existing business process to discover areas of opportunity.
- ☑ Design, set up, and implement a planning process that optimizes your inventories, improves customer service, and grows revenue and increase net margins
- ☑ Leverage the power of quantitative methodologies and technology solutions to improve your demand forecast accuracy
- ☑ Use customer collaboration and retail demand information to create better supply chain forecasts
- ☑ Create a holistic planning forum where Sales, Marketing and Operations work off the same plan
- ☑ Manage the entire planning process through exceptions
- ☑ Develop and roll-out solutions-specific training.



# Three Simple Steps

## Step I: Demand Diagnostics

We study and analyze your demand planning process in the context of your business model and best-in-class practices to develop recommendations and implementation steps:

- **Measure** – measure the current accuracy of the forecasts using robust demand metrics
- **Map** – Identify process pain points with stakeholder interviews, and data analysis
- **Compare** – Highlight major areas of opportunity and value enhancing process solutions
- **Value** – Quantify the benefits of an improved process and provide recommendations
- **Demonstrate** – Develop a prototype of a best-in-class process for a pilot set



**“We have learned a lot from this process. The decomposition of forecast is very helpful to understand the different factors”**

Client Testimonial,  
October, 2009

With our knowledge base of best practices and industry benchmarks, we can analyze processes and recommend an action plan and appropriate solutions quickly.

Our central philosophy is grounded in the principles of exception management using a Six-Sigma methodology. Leveraging the 80/20 rule, we evaluate the end-to-end supply chain to capture valuable information clusters that drive the underlying business process.

Through our unique diagnostics methodology, we help clients understand their specific business and organizational drivers that inhibit the formation of a holistic Demand and Supply Management process.

This exception management philosophy helps clients identify key areas in their supply chain that provide the maximum returns for process improvement.



## Step 2: Process Design and Implementation

Our approach to process design is consensus and customer driven.

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!**

## Step 3: Solutions Consulting

Demand Planning LLC has helped customers fast-track implementations of demand management and supply chain planning software solutions. Besides the nuts-and-bolts process of configuration and implementation, our consultants have helped clients to leverage the modeling engine and optimize important features of the software solution and improve the usability in the planning process.

Our recent customer experience has included solutions consulting in SAP APO, Oracle Demantra, Manugistics, Demand Solutions, and other applications.

**We can help you re-energize your implementation to**

- Take advantage of automated modeling strategies
- Use causal modeling
- Set alert thresholds so modeling is done by exception
- Create a more streamlined process and organization

Improve Usability

## Customized Training

Demand Planning LLC understands the value of training your team in the various supply chain disciplines so they can effectively address the specific challenges of your business.

We offer custom-designed, on-site training seminars which bring our expertise and knowledge directly to your training room, and include examples and case studies from your data.

We can train your staff in...

- ☑ Demand Planning and Forecasting
- ☑ Metrics and Score-carding
- ☑ S&OP (Sales and Operations Planning)
- ☑ Retail and POS Forecasting
- ☑ Solution-specific training in: APO DP, Oracle Demantra, Manugistics, and other solutions.

*"The moderator was extremely prepared and really knew the topics. He also made it very entertaining. This is a process that is extremely relevant to our business. I feel the entire team is leaving this session with a full understanding of the subject discussed"*

*"I enjoyed being able to implement the new learning on the spot. I learned a lot from this training session.."*

Client Personnel, Aug, 2010

Customized training can help your team...

- ☑ Formulate accurate baseline models
- ☑ Set up a consensus demand planning process
- ☑ Leverage customer intelligence to increase accuracy
- ☑ Reduce inventory costs and improve service levels
- ☑ Simplify and improve your promotional planning process
- ☑ Address company-specific challenges in planning
- ☑ Understand how to segment your SKU universe to plan by exception

**To keep up with the latest thought leadership on demand planning visit [www.forecastingblog.com](http://www.forecastingblog.com)!**

To request additional information on our consulting services or schedule a workshop for your company, call us today at (781) 995-0685 or email [info@demandplanning.net](mailto:info@demandplanning.net) !

## Our Team



### **Mark Chockalingam Ph.D.**

President and Founder

Mark specializes in demand forecasting, S&OP, customer planning and supply chain strategy. Mark has helped consulting clients in CPG, Pharmaceuticals, Chemicals and Retail to implement best practices to

sharpen complex supply chains and help them be more customer-focused. He has worked on high profile projects with companies such as Abbott, FMC, P&G, Au Bon Pain, Teva, and Miller SAB.

### **Joan Kopp**

Vice President

Joan specializes in Strategic Marketing Planning and Analysis. Joan's career covers a broad range of disciplines including Marketing, Supply Chain Strategy and Program Management. Most recently Joan led a major project focused on integrated demand planning/forecasting for P&G.



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## Our Consultants

Our Consultants have worked across several industry verticals including the automotive, technology, foodservice, consumer goods, financial services, publishing, healthcare, banking, pharmaceuticals, marine products, and other industry sectors. Our consulting expertise includes Corporate Finance, Operations Forecasting & Planning, Strategic Forecasting, Financial Planning & Budgeting, and related quantitative disciplines.

## We've worked with...

- Abbott Labs
- Au Bon Pain
- Campbell Soup
- Celanese AG
- Eastman Kodak
- FMC Corporation
- Miller SAB
- New Balance
- Nomacorc
- Nstar
- McCain Foods
- Teva Pharmaceuticals
- Texas Instruments
- Wyeth (Pfizer)
- Juhayana
- Hewlett Packard