



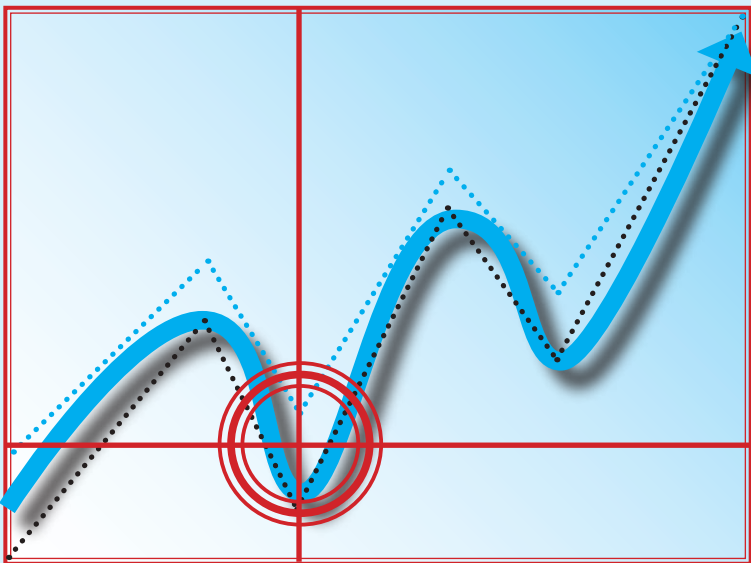
Diagnostic Consulting- Demand Planning

What is Diagnostic Consulting?

Through diagnostic consulting, we study your data and process and make key recommendations for improvement.

The key steps in a diagnostic:

- ✓ **Measure** the current accuracy of the forecasts using robust demand metrics
- ✓ **Map** the planning process using interviews and metrics analysis
- ✓ **Benchmark and Highlight** key areas of opportunity
- ✓ **Quantify** the benefits of re-engineering the demand management process.



Discovery Steps

The Discovery will generally proceed using the following outline:

1. Assess the forecast need of the down stream customer
2. Identify Roles and responsibilities of the Demand Side players including Sales and Marketing, Category Development and Trade Marketing
3. Map Historical Data volatility
4. What is the sub-process for Promotional and Event planning and how is it integrated through the CRM or other processes?
5. What is the consensus process?
6. Are different forecasts reconciled?
7. Communication between Demand and supply side other than during forecast hand-offs
8. Are the demand forecasting and supply planning processes managed by exception?

Exception management in demand planning:

"80% of your supply chain errors derive from 20% of your event drivers"



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To discuss your Demand Planning Process, or schedule a Demand Planning Diagnostic for your company, call us (781)995-0685

Consulting Methodology

Our Consulting Model Employs the Six-Sigma Methodology of:

- **Define**
- **Measure**
- **Analyze**
- **Improve and Control (DMAIC).**

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 exception management grounded in the Six-Sigma principles. 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 supply chain drivers that are inhibiting 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.

Consulting Model

Our Diagnostics consulting is conducted over a period of five days, with three days of on-site consulting and two days off-site. We spend the first two days on-site on process interviews and data collection. The off-site work includes data review and analysis. We make a return visit to present our findings (At the option of the client, this can be conducted as a WebEx presentation).

Day 1: Meeting with the sponsor and stakeholders - Review data and systems — Review Key supply chain metrics

Day 2: Interviews with Demand and Supply chain participants

Day 3 and 4: Quantitative analysis of data and key supply chain metrics, off-site

Interview Matrix

Duration	Demand Chain	Supply Chain	Other
1 hour each	Demand Planners	Supply Planning Manager	Project Sponsor
1.5 hours each	Sales & Marketing	Customer Service Manager	Finance & IT
2 hours	Wrap up and final presentation		



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Demand Planning, LLC

Demand Planning, LLC is a boutique consulting firm specializing in Business Process and Strategy consulting in the fields of Demand Forecasting and S&OP for medium-sized businesses. We provide customized in-house training and benchmarking workshops on demand management and supply chain planning, and offer specialized consulting services in the following practice areas:

- Demand Forecasting and Management
- Sales and Operations Planning (S&OP)
- Supply Chain Analytics and Measurement
- Account Based Forecasting and CPFR©

Current clients include companies in the Chemical space, Fashion and Apparel, Pharmaceuticals, Consumer Packaged Goods, Beverages, and Telecom and Utilities.

Our recent clients include:

- Abbott Labs
- Au Bon Pain
- Celanese AG
- Colgate Palmolive
- FMC Corporation
- Miller SAB
- New Balance Athletic Shoes
- Wyeth
- Nstar
- Teva Pharmaceuticals
- Eastman Kodak
- Nomatic

Management

Dr. Mark Chockalingam

Is the Executive Principal of Demand Planning, LLC and DemandPlanning.net. Mark specializes in demand forecasting, Sales and Operations Planning, 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 Labs, FMC, Procter and Gamble, Au Bon Pain, Teva Pharmaceuticals, and Colgate-Palmolive etc.

Mark J. Lawless

Mark Lawless is a Principal Consultant with Demand Planning LLC. Mark has consulted for numerous Fortune 1000 companies on issues of business planning, finance, and forecasting. These have included JB Restaurants Inc, the Massachusetts Restaurant Association, America Online (AOL), Bombardier, Wachovia Financial Services, Tyco Healthcare Products, Gap Inc., Gerber, S.C. Johnson, and Rolls-Royce. His specialty consulting areas include Corporate Finance, Operations Forecasting & Planning, Strategic Forecasting, Financial Planning & Budgeting, and related quantitative and structural disciplines.

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