



# Diagnostic Consulting- Demand Planning



## What is Demand Management Quick Diagnostics?

Study and analyze your demand planning process in the context of your business model and best-in-class practices and 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
- ☑ **Gaps** – Highlight key areas of opportunity and value enhancing process solutions
- ☑ **Value** – Quantify the benefits of an improved process and provide recommendations

## Discovery Steps

The Discovery will generally proceed using the following sequence:

1. Assess the forecast needs of the downstream 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"*

## 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.



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To discuss your Demand Planning process, or schedule a Demand Planning Diagnostic for your company, call us (781)995-0685 or email [info@demandplanning.net](mailto:info@demandplanning.net)

# Consulting Model

Our Diagnostics consulting is conducted over a period of six to eight weeks, with approximately 50% of the time spent on-site. We spend the first two weeks on-site on stakeholder interviews, process analysis and review of metrics and data. The off-site work includes data analysis, volatility mapping and rapid prototyping of your business and demand model. We conduct a mid-term presentation and collect additional input from stakeholders and process participants. Our final presentation is conducted in two parts: Detailed process findings and recommendations to the process participants and the core team plus executive presentation to C-level management with scoping of the design and implementation process and next steps.

**Week 1:** Meeting with the sponsor and stakeholders – Review data and systems – Review Key supply chain metrics and demand model

**Week 2:** Interviews with Demand and Supply chain participants

**Week 3 and 4:** Quantitative analysis of data and key supply chain metrics; rapid prototyping and assessment of the business model and the demand drivers

**Week 5:** Detailed findings presentation to the core team, stakeholders and process participants

**Week 6:** Presentation of the Diagnostics Results to Client Management – individual feedback to the Stakeholders

# 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
4 hours	final presentation to the stakeholders and core team		
2 hours	Executive presentation of results and scoping plan for approval		



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## About Us

Demand Planning.net is a knowledge portal for Forecasting and Supply Chain professionals provided by Demand Planning, LLC. We provide customized in-house training and benchmarking workshops on demand management and supply chain planning. We offer specialized consulting services in the following practice areas:

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

### A Sample of Clients:

Celanese AG  
NStar  
New Balance Athletic Shoes  
Abbott Labs  
FMC Corporation  
Teva Pharmaceuticals  
Eastman Kodak  
Juhayana  
Nomacor  
SAB Miller  
Wyeth Pfizer

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### Mark Chockalingam Ph. D.

Dr. Mark Chockalingam is Managing Principal, Demand Planning, LLC. 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, FMC, Proctor and Gamble, Au Bon Pain, Teva Pharmaceuticals, and Miller SAB, Wyeth etc.

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.

### 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.

Mark holds an undergraduate degree in Economics, as well as graduate degrees in Economics, Finance, and Accounting. He is an alumnus of Southern Illinois University (Edwardsville), Boston College, Bentley College, and Washington University (St. Louis).



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To schedule a discussion about Demand Planning.Net conducting a Quick Diagnostic of your forecasting process, please Contact Us at (781)316-8299 or email [info@demandplanning.net](mailto:info@demandplanning.net)