



# Demand Planning LLC

**Best in Class Consulting & Solutions**

Sales Forecasting • S&OP • Big Data • Business Planning



# Demand Planning LLC

**Best in class  
Advanced Planning  
Solution Offered by DPLLC**

# Demand Planning LLC



- Subject Matter Experts in Planning with experience across multiple industries
  - Bring the best out of diverse industries
  - Outsourced Planning Services for SMB clients
  
- SCM Process Consulting, Technology implementation, Process Audit, Re-Design and Support. Our Domain Expertise include
  - Demand Planning and Sales Forecasting
  - Sales & Operations planning (S&OP)
  - Inventory Optimization
  - Supply and Replenishment Planning

# Demand Planning LLC



- Our transformation projects included –
  - Usability Consulting to re-engineer SCM Solutions
  - Deep Expertise in SCM applications and many other advanced Planning tools
  - Built Custom Software for SMB Clients to meet their unique needs
- Clients range from small companies to Fortune 500 Clients
- Founded in 2004 with offices in the USA, India, China and UK.

# Partial List of Clients – F&B



# Partial List of Clients – Pharma and Chemicals



United Phosphorus Limited



# Partial List of Clients – Aerospace, Technology etc.




AVON



# Recent Client Projects

- 
- A faint, light gray world map is visible in the background of the slide, showing the outlines of continents and countries.
- Multi-National Industrial Client based out of Indiana
    - Process diagnostics to identify key building blocks required for a 'to be planning process'
    - Backed up the findings by data analytics
    - Final recommendations are blend of top down and bottom up approach
    - Continuous engagement to make 'rubber meets the road' happen. Roll Out 2017
  - Pharmaceutical Client based in Chicago
    - Global planning process to incorporate Point of Sales in different countries
    - Pilot for Turkey, India, China and Mexico
    - Global Rollout 2017

# Recent Client Projects

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- Distribution company based in Puerto-Rico
    - Design a Customer based forecasting process
    - Customer Segmentation and Integration of Sales Planning
    - Roll-out a Monthly Demand Consensus and S&OP process in April 2016
    - On-going monthly process support
  
  - Industrial Client based in Chicago
    - Config Re-design and Model Tuning Roll-out 2012
    - Continued Process and system support
    - Exception Management and Demand Sensing Roll-out 2015



# Our Competencies



## Best Practices Consulting

- Demand Planning, and Key Account Planning
- Enable a Holistic Demand Consensus Process
- Integrated Sales & Operations Planning
- Process changes for Demand Planning, Replenishment and Distribution planning

## Supply Chain Optimization

- Order to Cash Process Transformation
- Inventory Optimization and Analytics
- ABC classification and production strategies
- Production Planning and Scheduling

## Training and Support

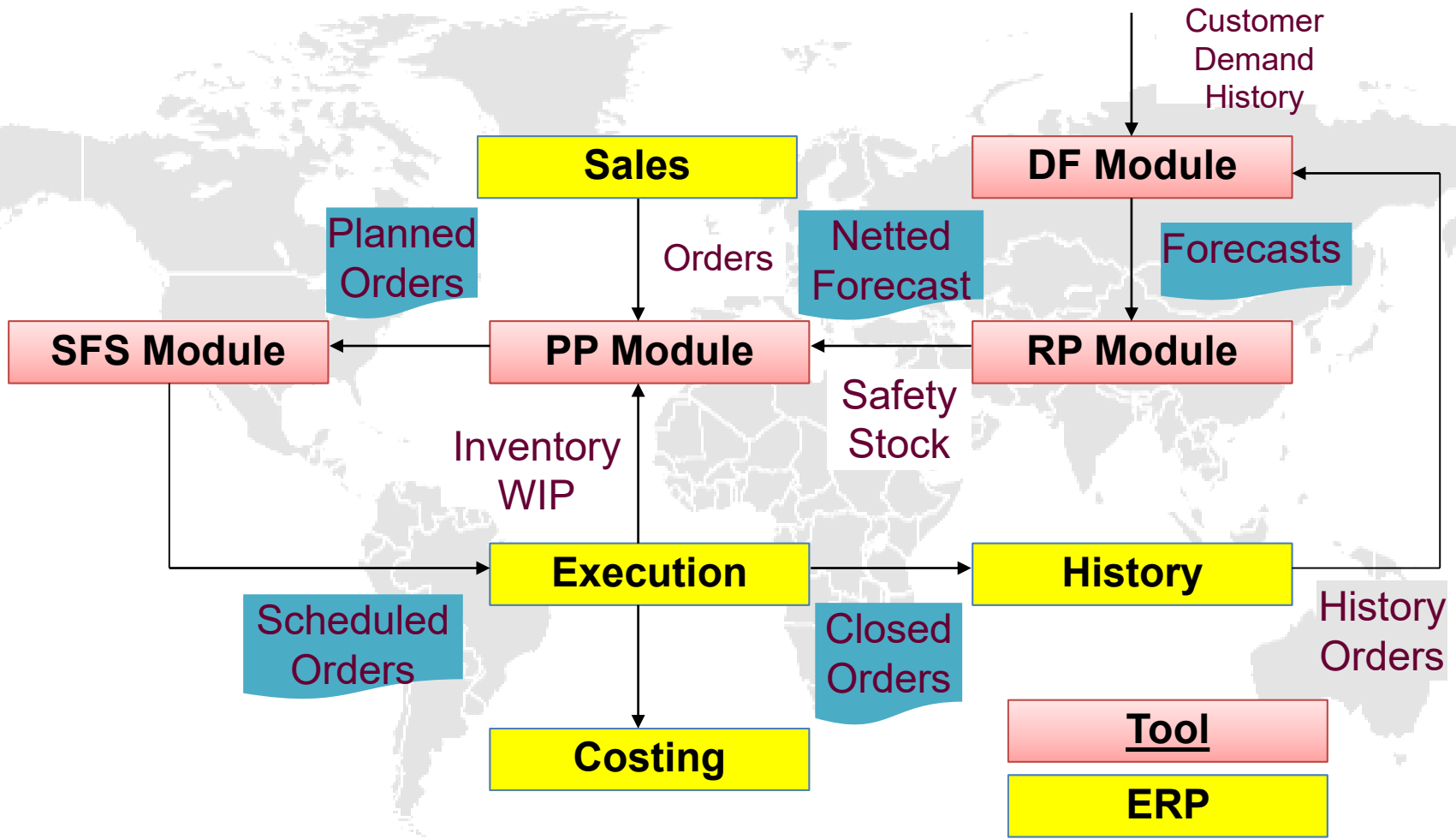
- Concepts Training on DP, SCM and S&OP
- DP Advanced Concepts – Statistical Modeling, LCP, Causal Modeling, Proportional Forecasting
- Monthly On-going Support

# Our APS Tool



- DPLLC markets this tool exclusively in North America
- The tool consists of four SCM modules :
  - Demand Forecasting (DF)
  - Replenishment Planning (RP)
  - Production Planning (PP)
  - Shop Floor Scheduling (SFS)
- Originally Launched in 2004
- Solution used by more than 70 customers

# Solution Architecture



# DPLLC Bundled APS Solution

A light gray world map with white outlines of continents and countries, serving as a background for the central text.

## Demand Forecasting

# Demand Planning Functionality



## ✦ Function

- ✦ ABC Analysis
- ✦ XYZ Analysis
- ✦ Unlimited Data Measures
- ✦ Graphical Displays with Line, Bar and Pie charts
- ✦ Operate Weekly or Monthly
- ✦ Product Rank

## ✦ Data Measures

- ✦ Historicals - Orders or Shipments
- ✦ Best Fit Stat forecasts
- ✦ Customer Forecast Adjustments
- ✦ Budget
- ✦ Custom Data Measure with User Defined Formulas

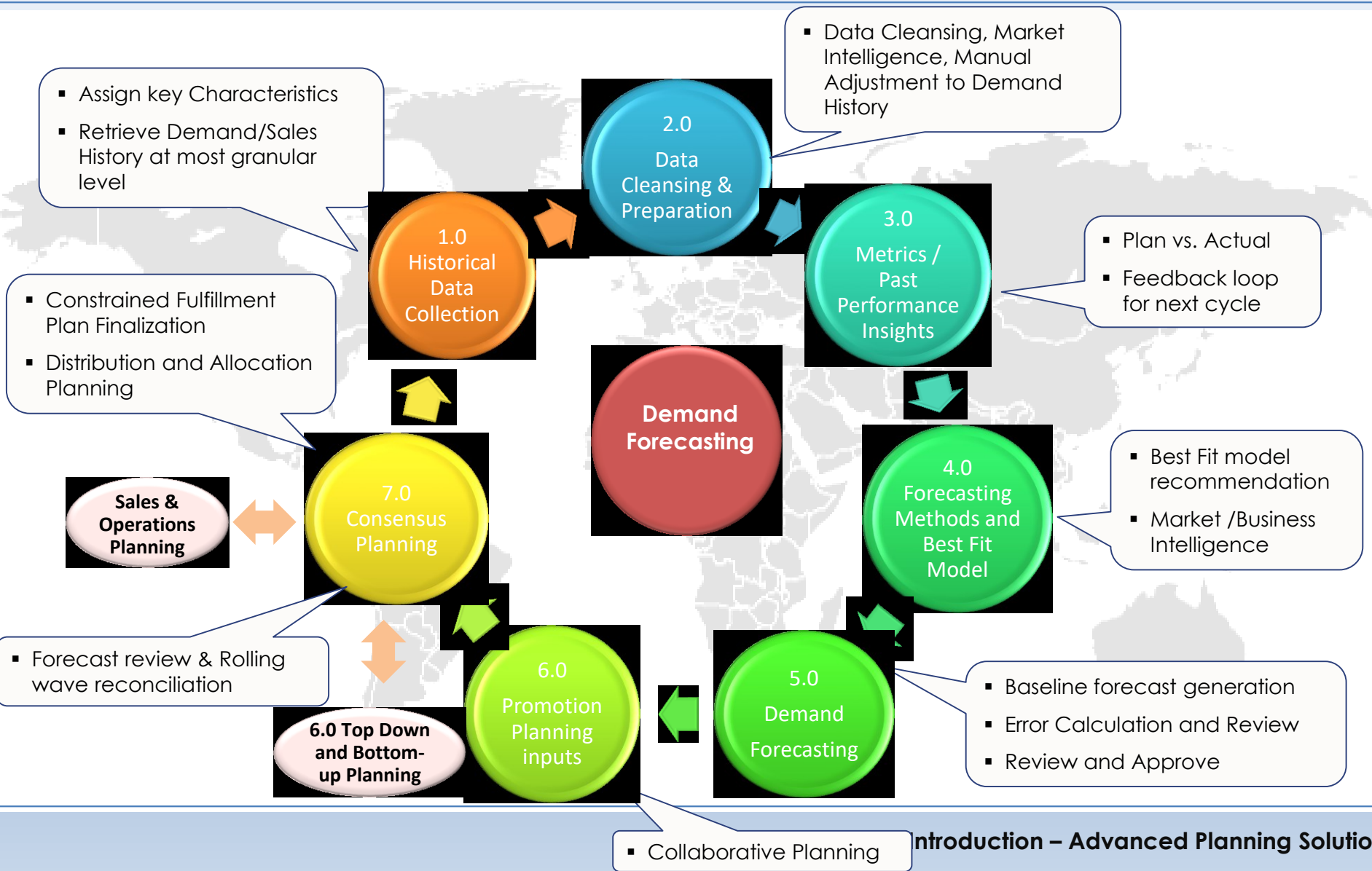
## ✦ Flexibility

- ✦ Gregorian Calendar
- ✦ Parallel Product Hierarchy
- ✦ Parallel Region Hierarchy
- ✦ UOM Conversion Factors
- ✦ Waterfall Charts
- ✦ Customizable charts

## ✦ Security

- ✦ User , Password, Role Sign In
- ✦ User Control by Products, Region, Data Measure
- ✦ Role limit to Add, Edit, Delete, View
- ✦ Notes on Forecast Change
- ✦ Custom Validation

# Demand Forecast Workflow



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## Replenishment Planning

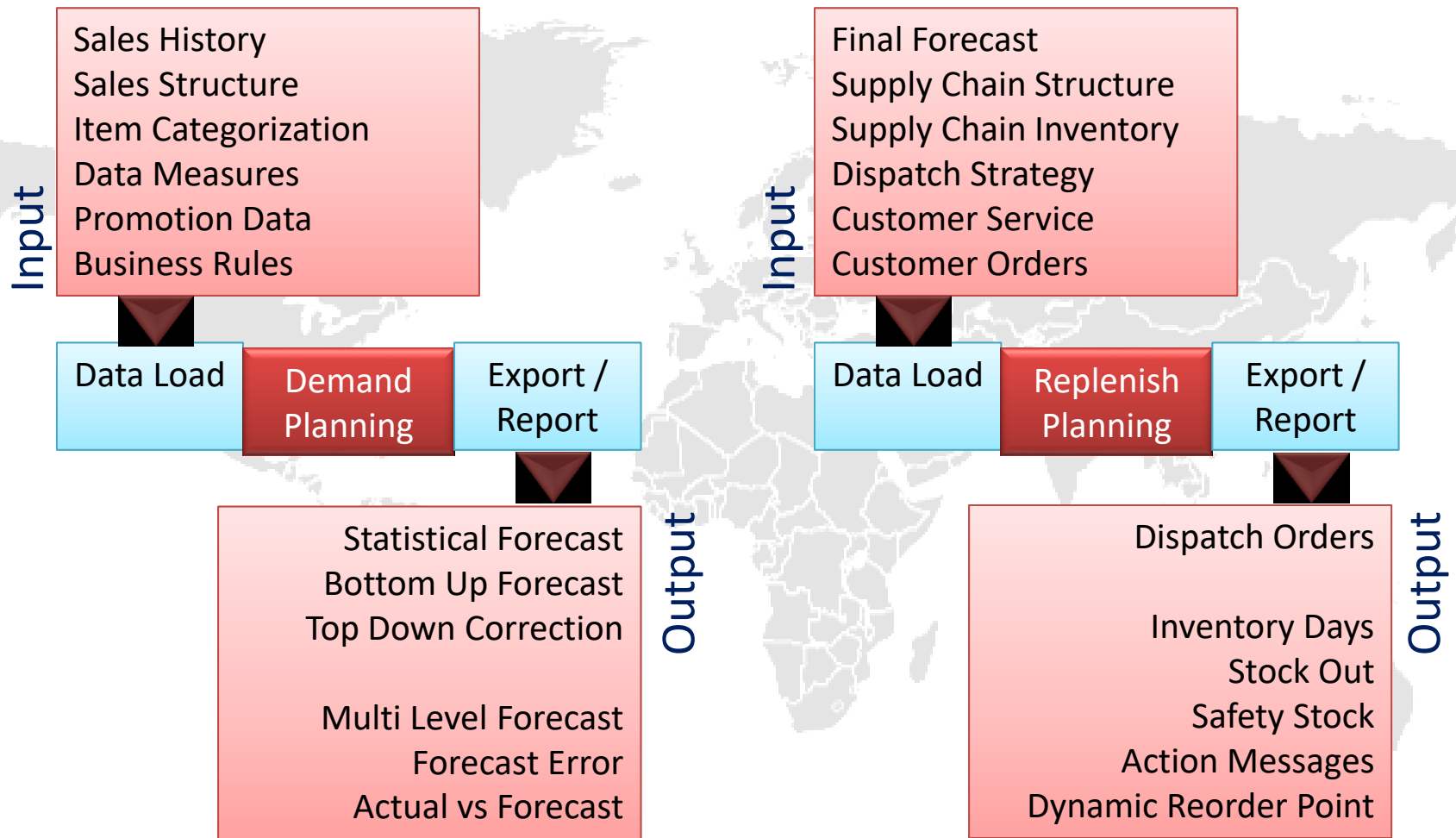
# Functionality



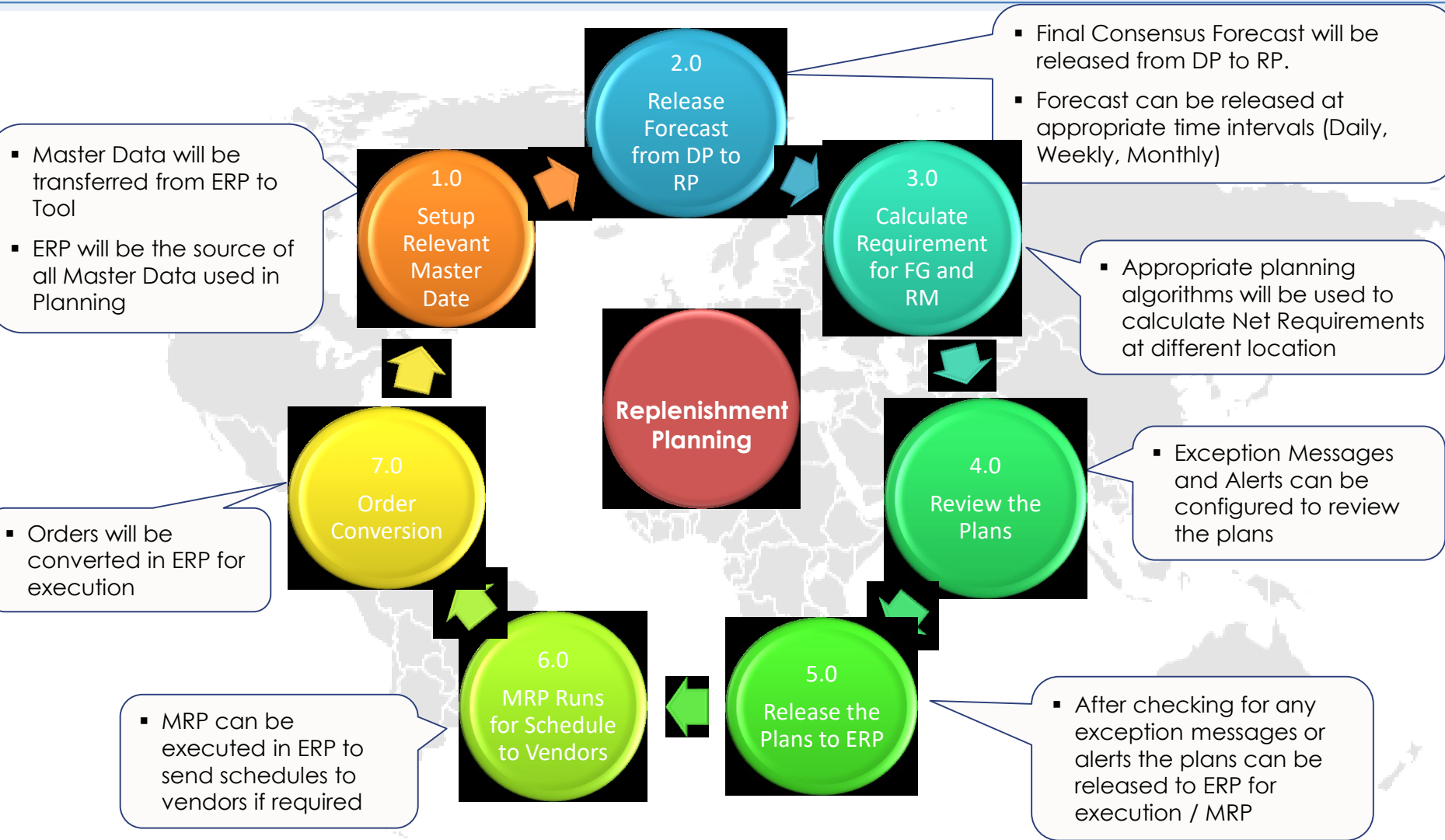
- + Solution that allows to calculate order frequency, order quantities and supply paths based on lead time, calendars, sourcing rules and other variables
- + Manage inventory shortages using balanced allocation logic
  - + Ensures stock locations share any projected service issues.
- + Color-coded alerts for service violation, such as a stock out. Tools to analyze and provide best resolution.
- + Establish order parameters such as Minimum Order Quantity and Lead Time for each product in each location
- + Reduce or build inventory and vary customer service levels throughout the year with Time-phased Safety Stock



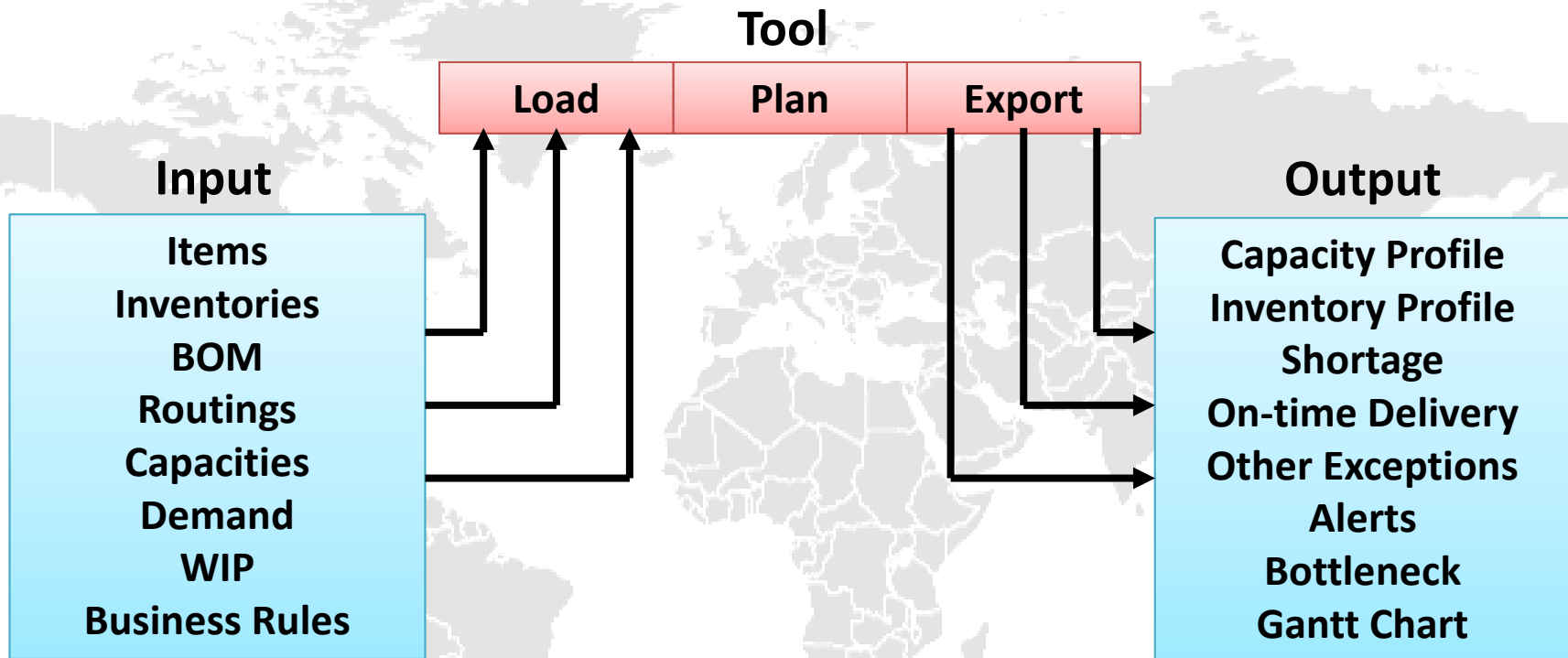
# Data Flow



# Replenishment Planning – Workflow



# Capacity Planning



# Constraints Handled



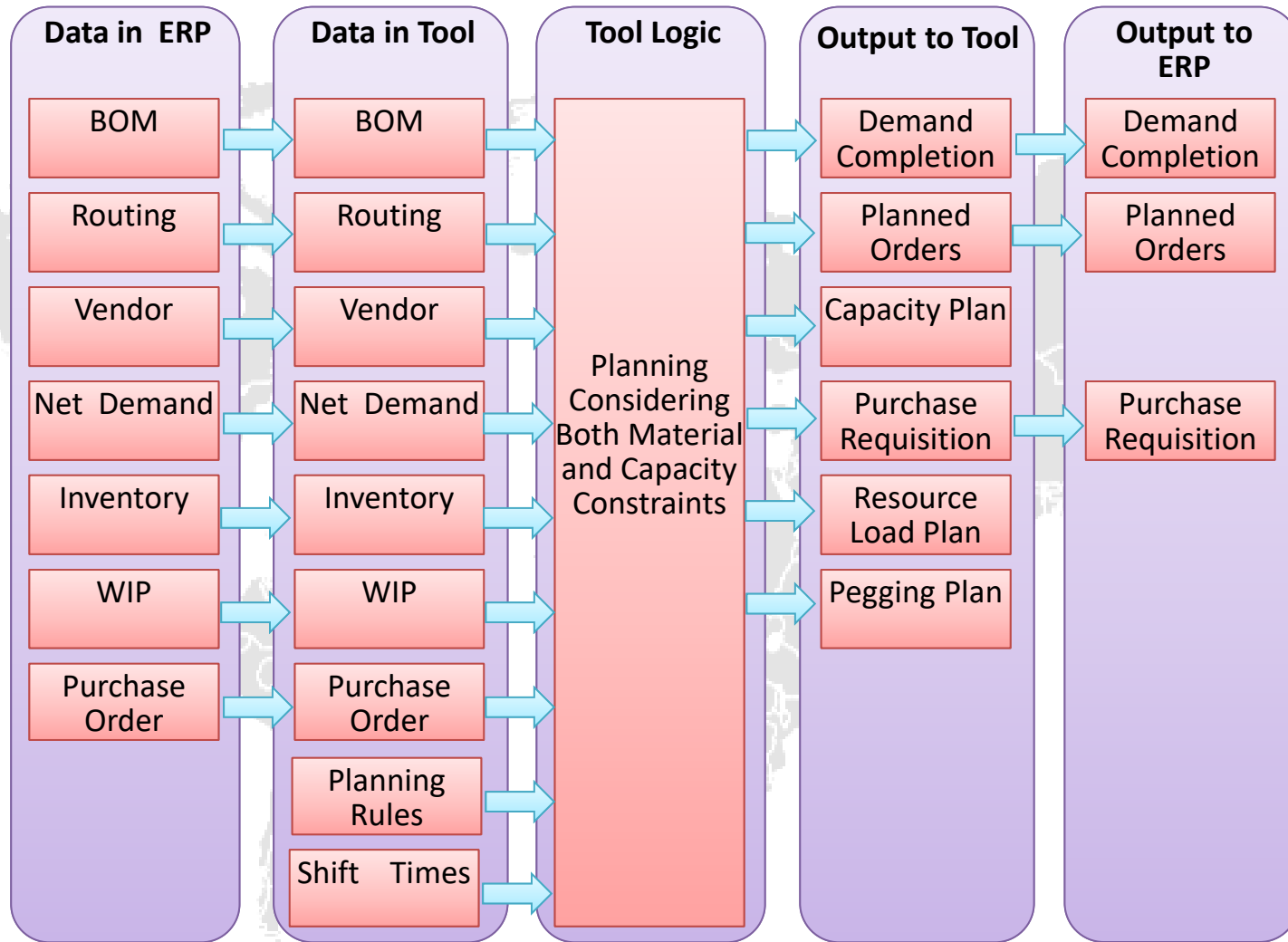
## Material Constraints

- Lot Size
- Material Availability
- Transfer Batch Quantity
- Alternate Item
- Material Reservation
- Customer Due Date
- Consolidation
- By Products
- Operation Level Consumption
- Supplier Fair Share
- Solvent Recovery
- Routing Based Consumption

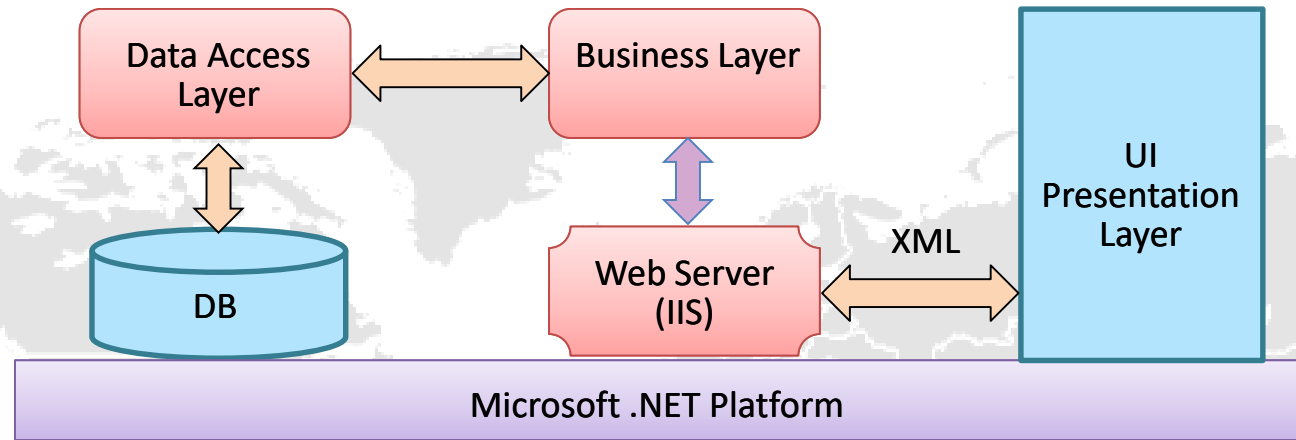
## Capacity Constraints

- Throughput, Setup, Wait and Queue Time
- Working Shift, Non Working Shift & Over Time
- Planned and Unplanned Machine Down Time
- Alternate Resource
- Alternate Routing
- Batch, Subcontract, Pooled and Additional Resource
- Sequence Dependent Setup Time
- Yield
- Campaign

# Data Flow

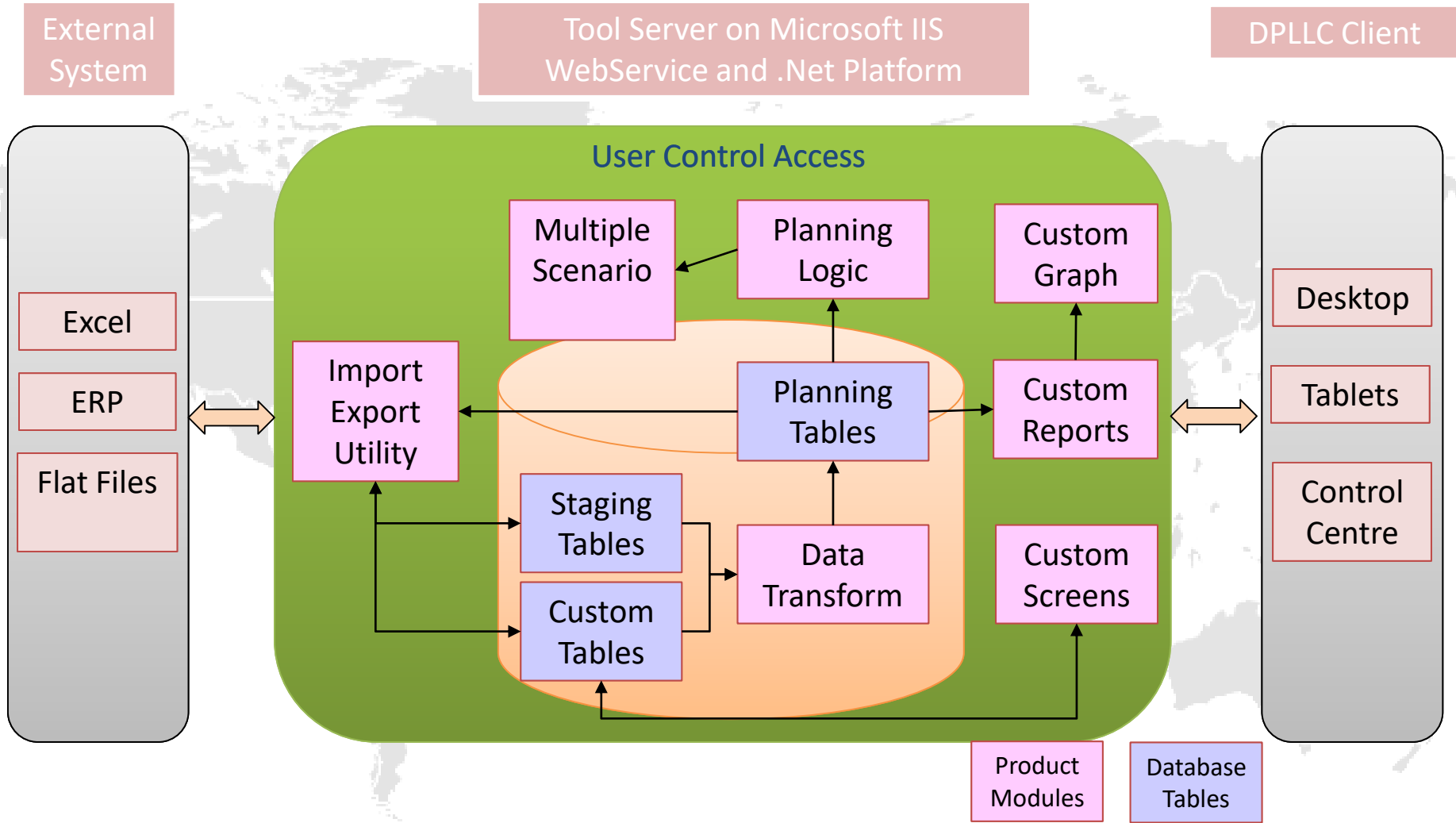


# Cloud based Solution Architecture



- ✚ Product built on Microsoft .Net Platform 4.0. and will be hosted on Microsoft Cloud Windows Azure
- ✚ Data between client and webserver is exchanged through XML. Client references web server through url address
- ✚ Uses .Net Web Services as middle layer which comes with Windows OS.
- ✚ Business and data access layer is deployed over IIS
- ✚ Database could be Microsoft SQL Server 2008 Standard Edition or above
- ✚ UI available on HTML 5

# Solution Framework



# Why Demand Planning LLC?

- Leveraging the tool for an Efficient Process!
- Leveraging the tool
  - Best Practices in data analysis
  - Subject Matter Experts in Demand Management
  - Training on stat algorithms
  - User features for exception management
- Efficient Process
  - A tool without a process is of little value
  - Our value added service will be bringing the flavors of your business into the tool
  - This will help your team to operate in a monthly cycle
  - Templates to share with stake holders



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# Testimonials

# Textile Industry client



"Your objective diagnosis & suggestions have been a titanic help. I look forward to us working with you again after some fundamentals are in place. It's good that these improvements are occurring now because they provide me a chance to learn through practical experience. Also, your Demand Planning Net forums are tremendously helpful because it's like talking to an interactive textbook."

- Headquartered in California, US
- Makes Towels and Linens
- Project Done - Demand & S&OP Diagnostics

- Group Vice President

# Industrial Controls Client

A faint world map is visible in the background of the slide.

**Honeywell**

"Demand Planning LLC has an amazing ability to morph into employees of the company and tackle challenges head on. As a team they delivered on their commitments and institutionalized a new Statistical forecast process that fit within the business constraints. Demand Planning LLC has an uncanny ability to spot problems before they occur and gave world class training in terms of demand planning and statistical forecasting. A Must Hire if you are struggling with end to end SAP/APO Statistical forecasting processes & methods."

- Headquartered in New Jearsey, US
- Into multiple industries and product lines
- Project Done – Demand Planning in SAP APO & Demand Process Improvement

- Project Leader

# Industrial Controls Client

A faint world map is visible in the background of the slide, centered behind the text and quote.

**Honeywell**

"I like the facts of the system, processes reconfiguration and redesign, supported by the hands-on training. Secondly, benchmarking against best practices in the industry is really helpful to gauge our processes against. I liked the outcome of the training for my business and how it expanded the capabilities of my team; Great job, guys! "

- Headquartered in New Jearsey, US
- Into multiple industries and product lines
- Project Done – Demand Planning in SAP APO & Demand Process Improvement

- Demand Manager

# Food and Beverage Client



"Mark & his team from Demand Planning LLC did a phenomenal job when they came onsite to help us with our statistical model tuning in SAP. We are now implementing the stat models in our forecasting process, and on our way to increased forecast accuracy. Additionally, we did have some SAP APO system limitations and Mark still managed to find a work around solution to enable the lifecycle planning process for our company. He is an expert in this field, and very resourceful. Our company will be using him for future logistics projects due to the great success we have had!"

- Headquartered in California, US
- US division of Swiss confectioner Lindt and Sprungli
- Project Done – Statistical Model Tuning in SAP APO

- Sales Forecast Analyst

# Recreation Products Client



"Demand Planning LLC provided a quick assessment of our SAP APO forecasting and modeling environment during the summer of 2012. Mark Chockalingam of Demand Planning LLC was able to pin-point several factors that were affecting our system performance. He provided some valuable diagnostic findings as take away for our next implementation in another region. Consulting provided by Demand Planning LLC provided a solid baseline for the team to further improve our process. Mark fine-tuned and implemented a seasonal model for our business. This reduced the number of System alerts by almost 60% and improved the quality of the baseline statistical forecasts across the entire business. Mark was able to engage the entire team of planners in this effort and get them excited about statistical modeling.

Coleman was quite pleased with the results from this project and the value received for the investment. We look forward to working with them on future SAP demand planning projects whenever the need arises."

Senior Director S&OP

- Headquartered in Colorado, US
- Specializes in Camping Gear
- Project Done – SAP APO DP Diagnostics

# Food & Consumer products Client



"Mark Chockalingam, President of Demand Planning LLC, provided a quick diagnostic of our Sales and Operations Planning process and delivered a cross- functional one day facilitation workshop to key stakeholders including Marketing, Sales , Supply Chain, Operations and IT. The participants' evaluation indicated that the workshop was informative and provided very good concepts that can be developed for action.

Using the data analysis and the interviews, the diagnostic highlighted the major issues in our process and provided us with recommendations for improving our forecasting accuracy. The senior management has implemented several of Mark's recommendations in making the process changes.

We are very pleased with the value received from this investment."

- Headquartered in Jamaica
- Manufacturer/Distributor of foods and consumer products
- Project Done – S&OP Process

- Naomi Holness, Sr. HR  
Business Partner – Domestic  
foods

# More Testimonials

- Please visit these links for more testimonials-

- [http://demandplanning.net/testimonials\\_clients.htm](http://demandplanning.net/testimonials_clients.htm)
- <http://demandplanning.net/testimonials.htm>