



Valtitude

Demand Planning Diagnostic



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 state of the business with 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:

- Assess the forecast needs of the downstream customer
- Identify Roles and responsibilities of the Demand Side players including Sales and Marketing, Category Development and Trade Marketing
- Map Historical Data volatility
- Define Forecastability
- What is the sub-process for Promotional and Event planning and how is it integrated through the CRM or other processes?
- How is demand consensus achieved in the S&OP process? What defines Consensus?
- Are different forecasts and plans reconciled to understand key differences based on objectives?
- How is the Communication between Demand and supply-side handled other than during forecast hand-offs?

“ 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 ”

Project Leader, Honeywell

Consulting Methodology

Our Consulting Model Employs the Six-Sigma Methodology of:

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

Valtitude / Demand Planning LLC has built a massive knowledge base of best practices and industry benchmarks drawn from our consulting engagements over the last fifteen years from clients across multiple industry verticals. With our Knowledgebase and high-powered data analytics, we can analyze process models quickly and make appropriate recommendations for process/systems.

Our philosophy revolves around matching the optimal process map with the business model for every client as it is different for every industry and every client. We have noticed that the process maps and systems fail if they do not understand the business model and the right set of requirements to facilitate the business process.

Key questions will be on the demand generation process, revenue model, and the order-to-cash process to fulfill such demand.



Consulting Model

Our Diagnostics consulting is conducted over a period of six weeks, with approximately 50% of the time spent on-site. Depending on the complexity of the project, the duration of the project may be more or less.

We spend the first week on-site on stakeholder interviews, process analysis and review of metrics and data. The off-site work includes data analysis, volatility assessment and diagnostic review 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:

1. Detailed process findings and recommendations to the process participants and the core team
2. 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 – Interviews with Demand and Supply chain participants. On-site

Week 2 & 3: Quantitative analysis of data and key supply chain metrics; Detailed assessment of the business model and the demand drivers; Linking metrics and score-card to the qualitative input from Week 1. Offsite

Week 3 & 4: Mid-term presentation to the core team and process participants – collect additional data and refine analysis On-site

Week 4: Detailed presentation to the core team, stakeholders and process participants - Two-day training facilitation workshop to work through the detailed data analysis and the method to build a process. On-site

Week 5 & 6: Presentation of the Diagnostics Results to Client Management – individual feedback to the Stakeholders – 2-day site visit On-site.

Interview Matrix for Week 1

	Day 1	Day 2	Day 3	Day 4
Morning 1	Welcome Session with Sponsors	Demand Planner 1-1	Metrics Review	Marketing interviews
Pre-Lunch	Planner Group Discussion	Demand Manager 1-1	Sales Manager Interview	Marketing interviews
Afternoon	Planner Group Discussion	Supply Planner 1-1	Sales Manager Interview	Finance & IT
Evening	Planner 1 - 1	Supply Planner 1-1	Systems Landscape Review	Wrap-up



About Us

Valtitude / Demand Planning LLC provides services in Demand Planning, S&OP, Sales Forecasting, and Supply Chain Optimization.

We have helped a variety of businesses across industry verticals to improve their planning process and create value through SCM analytics and diagnostics, process re-design, solutions implementation, and customized on-site training. We provide strategy and solutions consulting to customers across a variety of industries - Pharmaceuticals, CPG, High-Tech, Food and Beverage, Quick Service Restaurants, Utilities, Oil and Gas, Aerospace, Chemicals, and Industrial Manufacturing, Automotive, Financial Services, Publishing, etc.

Our consulting expertise includes Corporate Finance, Operations Forecasting & Planning, Strategic Forecasting, Financial Planning & Budgeting, Inventory Optimization, Production Planning, and Scheduling.

Founded in 2004, the company is headquartered in Boston and has offices in India, China, and the UK.

For more information, on our consulting services visit <https://valuechainplanning.com/consulting-details>



Dr. Mark Chockalingam
President and Founder of Demand Planning LLC

Dr. Mark Chockalingam is the President and Founder of Demand Planning Net, which became Valtitude beginning September 2019. In an operational capacity, Mark serves as Chief Executive Officer of Valtitude and is responsible for strategy and general management.

Mark has over twenty years of consulting and corporate experience in the areas of Predictive Analytics, Sales forecasting, Supply Chain Optimization, and Integrated Business Planning.

Mark has worked with companies ranging from the Fortune 500 such as Pfizer, Miller SAB, FMC, Colgate-Palmolive, Honeywell, Eastman Kodak to the small and medium-sized companies.

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.



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