



Valtitude

Improve the Usability of **Oracle - Demantra** *Demand Management* *Model Tuning & Optimization*

WHICH MODELS TO CHOOSE FOR WHAT FAMILY OF SKUS?

- How do I address spiky or lumpy demand in Oracle Demantra?
- How is the software helping us simplify and improve the promotional planning process?
- Can I create Multiple Linear Regression Models in my software? Are they useful?
- How do I leverage the cross product effects of demand shaping activities and have forecasts automatically adjust those effects?

ORACLE®



What is Usability?

Oracle Demantra is a powerful software package replete with many essential statistical models and some advanced Statistical models – not available in many Enterprise grade Demand Planning Tools. However, in practice, the tool is not always leveraged to its full potential given the lack of understanding of the Statistical engine and the lack of fine tuning of the models.

Usability is simply the readiness of the software platform to solve business problems and the availability of well-trained planners who can leverage the tool fully.

We drive usability - we help you marry up the tool features to the business problems.



What do you get?

On completion of the engagement, you will experience new energy both in your system landscape as well as Planner confidence.

- Optimized Statistical Models in your Planning Environment
- Custom Developed Model Settings
- Fine-tuned Expert Selection
- Precise Exception Settings
- Exception Based Workflow – Enables you to forecast by exception
- SKU/Customer Segmentation consistent With the algorithms built in the Software
- Custom Developed Training and Reference Materials
- Week long training program – Hands-on Modeling in your Solutions environment
- Improved forecasting with continued expert support

We just don't tell you what is wrong

- We help you fix it
- We tune the software modeling engine
- We help develop the right set of Statistics
- We give you a Tool-based work-flow for the monthly cycle
- We train your planners Hands-on with your planning book, your numbers, and your business challenges!

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

SENIOR HR BUSINESS PARTNER - DOMESTIC FOODS AT GRACE KENNEDY

3 Simple Steps

To usability and adoption

I. Assessment

- Business Diagnostic
- Data Analysis
- Review System configuration and Planning Views
- Compile usability findings
- Feedback

II. Model Tuning

- Segmentation consistent with modeling Algorithms
- Model Matching
- Model Tuning & Parameter Settings
- Develop Statistical Models

III. Training

- Develop Case Study
- Develop Business Scenarios that mimic real-life complexities
- Material Development
- On-Site Training
- On-Going Expert Support



ABOUT DEMAND PLANNING, LLC

Demand Planning, LLC is a boutique comprised of seasoned consultants with real-world supply chain subject-matter expertise in Demand Forecasting, S&OP, and supply chain strategy.

We provide process and strategy consulting services to customers across a variety of industries: pharmaceuticals, CPG, High-Tech, Foods and Beverage, Quick Service Restaurants and Utilities.

Through our knowledge portal Demand Planning.Net, we offer a full menu of training programs through in-person and online courses in Demand Forecast Modeling, S&OP, Industry Forecasting, collaborative Forecasting using POS data.

Demand Planning.Net, also offers a variety of informational articles and downloadable calculation templates, and a unique Demand Planning discussion forum.

We will help you tune the following Statistical models in Oracle Demand Management

1. Regression
2. Transformation Model (log)
3. Regression for Intermittent Demand
4. Holt-Winters Models
5. Croston's Model for Intermittent demand
6. Combined Transformation Model (elog)
7. Multiplicative Monte Carlo Regression (CMReg)
8. Integrated Causal Exponential Model (BWint)
9. Auto & Linear Regression Models



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Juhayana

KNEX
Kraft Foods
Labatt Foods
Labatt USA
Lifetime Products
Limited Brands
McCain Foods
New Balance

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J U h i X Y # Demand Planning LLC
.....&*Z<Ybg\Uk`gfYYh
.....Woburn, MA 01801
.....Phone: (781) 995 0685
.....Fax: (651) 305 5163

Email: gYfj jWg@j U i YWU]bd`Ubb]b["Wta
Web: [http://www.j U i YWU\]bd`Ubb\]b\["Wta](http://www.j U i YWU]bd`Ubb]b[)

