

Demand Planning Services

In today's dynamic and uncertain supply chain business environment, your supply chain planning challenges continue to grow. Your portfolio is more complex than ever. Consumer behavior is volatile. You face growing pressure on price and margins. The IT landscape is changing rapidly. To understand and be able to deal with this intricate and erratic market demand, you need high-quality planning. And well-educated and highly skilled planning talent is hard to find. While a solid planning process is a crucial foundation of your business success.

Forecasting and Demand Planning is an essential part of business planning and involves a wide range of functional areas such as marketing and sales, finance, operations and logistics. Statistical forecasts provide a first step towards a reliable prediction of what the future will bring, by identifying trends, patterns, and business drivers within the historic data. Using a structured approach, statistical forecasting techniques add value by increasing efficiency, reducing resources, increasing transparency, and increasing forecast accuracy. Forecast is also the input for the other supply chain planning such as Inventory Management, Distribution and Production Planning and Sales and Operations Planning.

Therefore we offer different Demand Planning Services such as Statistical baseline forecasting, Promotion forecasting, Seasonality forecasting, New product launch forecasting, link with Advanced inventory optimization(see Inventory Management Services) and Analytics on Demand.

Our Approach



1. Define business issues, business rules and assumptions

- Define Business and Portfolio Characteristics
- Define Supply Chain priorities (Service level, Cost, Inventory)
- Define current Forecast accuracy
- Identify business issues
- Identify business rules and assumptions

2. Collect and validate data

- Collect data, check on completeness, consistency and integrity
 - On SKU level
 - 2-3 years of sales history and 2 years of forecast history if available
- Upload data in Optimact
- Validate data, volumes and ranges with customer

3. Execute Analysis

- Categorization of Product Portfolio
 - New Products, Mature, End-of-Life, Seasonal
 - Double ABC Analysis
 - Forecastability
- Comparison of Forecast
 - Using best-fit statistical model and industry algorithms
 - Maximum statistical forecast accuracy
 - Benchmark versus current demand forecast in a dashboard and detailed analysis

4. Impact Analysis on Process / Organisation / Technology

- Based on the outcome of previous steps impact analysis on required processes, organization and supporting technology.



5. Feedback and Handover Deliverables

- Based on the outcome of previous steps:
 - Face-to-face session with key stakeholders to explain approach and share findings of the assessment.
 - Quantified discussion on the outcome of the different analysis (in dashboards)
 - Action plan

Results

- Structured insight into demand behavior based on product segmentation
- Maximum forecast accuracy that can be reached using forecasting techniques
- Benchmark maximum forecast accuracy with the current forecast performance
- Opportunity to improve service level, efficiency and inventory turnover
(See Inventory Management Services)

About Optimact / Xeleos Consulting

Connecting development, sales and manufacturing, supply chain management is the backbone and cornerstone and driving force of your company. Xeleos Consulting is helping organizations to achieve sustainable benefits in their Supply Chain through specialized consulting services. We focus on helping organizations optimize their Supply Chain and align it to their business strategy. Making the right choices enables our clients to achieve their business objectives and improve significantly their operations.

Optimact has the ambition to help companies improve their supply chain and support their supply chain management process. Optimact together with their partners has the know-how and a lot of experience on supply chain management and shares those to help companies. This know-how and experience is translated in the Optimact tool where it's offered automatically to the user.

