

ORACLE DEMANTRA REAL-TIME SALES AND OPERATIONS PLANNING

KEY FEATURES

- Demand and supply review
- Constraint analysis based on return on investment
- Consensus demand planning
- Financial gap analysis
- Inventory postponement strategies
- Sales forecasting
- Attribute-based new product introductions
- Shape demand with marketing and promotion plans
- Top-down and bottom-up plan validation
- Automated exception reporting
- Role-based, configurable, spreadsheet-like worksheets
- Support for planning in dollars, cases and units with all conversions
- Workflow-based collaboration
- Configurable report builder
- Easy-to-use and highly configurable
- Open standards based connectivity to external or legacy systems
- Rapid implementation for faster time to benefit and greater return on investment

Do you want to implement a more demand-driven sales and operations planning process? Do you want to incorporate emerging best practices such as more precise forecasts, collaboration, and postponement strategies? Do you need to consolidate disparate sources of demand information into a central demand hub to drive consensus forecasts and make better decisions? Oracle Demantra Real-Time Sales and Operations Planning solution enables you to implement a comprehensive sales and operations planning process that profitably balances demand, supply, and budgets.

Implement the next generation Sales and Operations Planning process

Oracle® Demantra Real Time Sales and Operations Planning uniquely enables a best-in-class sales and operations planning process. It starts with moving from a reactive periodic process with separate and disconnected reviews of demand, supply, and products to a combined collaborative real-time process. You can start quickly by leveraging best practice templates, yet you can easily configure the tool follow your unique business processes. Tight integration with Oracle® Demantra Demand Management and other Oracle® Advanced Planning products enables you to rapidly sense, shape, and respond to demand starting with a more accurate prediction of demand, shaping it for profitability, profitably balancing your supply demand and budgets, and measuring performance improvements continuously.

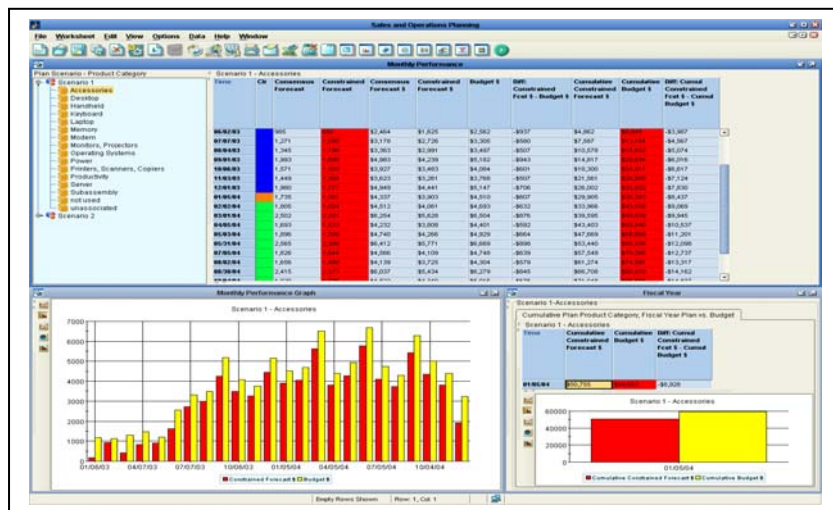


Figure 1. Demantra Real-Time Sales and Operations Planning

Move from a periodic reactive process to a real-time proactive process

The first step in moving to a real time sales and operations process is capturing all demand and supply data real time, much closer to the point of consumption and at a very granular level, and then consolidating it in a central and secure repository. The repository can be configured and extended easily as it is completely meta-data driven and supports user-defined dimensions and hierarchies. In addition, its open architecture enables you to bring in data via spreadsheets, XML, EDI, and portal self-service front-ends. Once you bring all the data together, the next step is enabling and automating the collaboration needed to bring everyone to consensus. Oracle Demantra Real Time Sales and Operations Planning achieves this for all the participants of the process by providing them with tailored worksheets, with security to control what they can see and edit, in a simple, flexible, an intuitive format with any data at any level of aggregation they need to perform their tasks. Data can come in and be edited at any level and automatic aggregation and allocation rationalize the data to all levels so you can make adjustments top down, bottom up, or middle out. This enables you to combine top-down business planning with precise bottom-up planning. Deriving the baseline consensus plan can be automated and based on weighting the inputs from various groups.

Interactive simulation and analysis

Oracle Demantra Real-Time Sales and Operations Planning supports a continuous simulation and analysis process to simulate demand and supply strategies, analyze multiple business scenarios, achieve consensus on plans through internal collaboration, generate and analyze exceptions, and use workflow to automate process.

Comprehensive audit trail is provided for documenting all decisions, assumptions, changes, and action items arising during the process and the entire process can be automated with workflow that is tailorable to your unique process or approval hierarchy. For example, you can send worksheets to colleagues complete with notes and action items, workflow can automatically assign tasks and action items.

Start quickly with best practice templates and easily adapt to your business

Oracle Demantra Real-Time Sales and Operations Planning gets you started quickly by providing seeded data streams, metrics, templates, worksheets, and workflows that represent a typical best practice process as a starting point. It is however flexible enough to allow you to fine tune the process to conform precisely to your unique business processes. You can quickly configure the user interface and leverage the task oriented dashboards with key performance indicators to monitor performance, view notifications of assigned tasks, shared information, or exceptions that require attention, and define favorites such as links to the worksheets where most work is performed. The worksheets themselves provide spreadsheet like interaction, yet in a secure and scalable enterprise system.

Sense, shape, and respond to demand

One key element of the S&OP process is the prediction of future demand. Oracle Demantra Real-Time Sales and Operations Planning builds on Oracle® Demantra Demand Management to enable you to start with a more accurate and precise estimate of demand. It enables you to sense demand signals real time, and automate the consensus forecasting process including bringing your customers into the process. You can engage customers directly and provide secure access to customers and automate collaboration. It also enables moving from simply reacting demand to actively shaping demand for profitability. The Oracle Demantra Demand Management forecasting engine generates highly accurate forecasts that provide a more accurate starting point for the consensus process. Oracle Demantra Demand Management provides best in class statistical forecasting, but without requiring you to have a statistical background to use it. You can think of it as having a “PhD in a box” with the complexity hidden from most users, but still providing the ability for advanced users to fine tune the process as desired.

Shape demand to improve revenue with promotion planning

With the optional Oracle Demantra Advanced Forecasting and Demand Modeling, Oracle Demantra Real-Time Sales and Operations Planning can extensively manage the impact of events and promotions. The sophisticated promotion-modeling engine generates lift factors from historical data from past events to predict the impact of future promotions and marketing programs. Lifts are decomposed to identify both positive and negative cannibalization effects, enabling you to model the impact on other related products. Events can be assigned along any dimension in your demand plan. Oracle® Demantra Demand Management helps you shape demand with marketing programs and promotions with greater predictability. Promotion forecasts consider local differences, seasonality, and other causal factors for that unique period in time.

Also important in actively shaping demand is incorporating product portfolio planning in the sales and operations planning process and deciding on the timing of product introduction and phase outs based on revenue and profitability implications. Oracle Demantra Demand Management enables you to automatically identify products that have similar characteristics to a new product to be introduced, identify the lifecycle shape of the existing products and other factors like outliers in the history data, and then accurately forecast the demand of the new product to be introduced.

Increase Profitability by better balancing demand, supply, and budgets

As you arrive at a consensus forecast, the demand needs to be balanced with supply in a way that profits are maximized and financial targets are met. Perhaps the most important difference in the best practice process enabled by Oracle and a typical sales and operations planning process is enabling the demand review and the supply review to happen concurrently and interactively. This enables you to profitably balance your supply, demand, and budgets.

Oracle Demantra Real-Time Sales and Operations Planning integrates with the other Oracle Advanced Planning products to interactively evaluate demand scenarios and supply constraints. It is also open for bringing in supply and capacity information from other planning and ERP applications.

Seeded supply streams and worksheets provide templates for comparing the unconstrained consensus forecast with supply, performing rough cut capacity planning, and collaborating on how to allocate constrained supply to demand.

Combine strategic decisions with real-time sensing, shaping, and responding

All of the interactive demand, supply, and product planning come together in the management review process. Oracle Demantra Real-Time Sales and Operations Planning enables you to easily bring together all of the inputs and proposed plans, and provides the framework for developing the typical exhibits used in the decision making process in the management review meeting. It provides the ability to track all of the assumptions that went into the plan and an audit trail of the adjustments that were made. The ad-hoc reporting support allow you to present data easily in whatever format is desired, and also provides both pre-defined and flexible metrics to measure performance and drive continuous improvement.

Enforce decisions and monitor performance for accountability

The last, and maybe most important, area where Oracle Demantra Real-Time Sales and Operations Planning uniquely enables a better process is in the direct tight integration of sales and operations planning with other planning processes and execution to enforce sales and operations planning decisions by driving tactical decisions and enforcing accountability with integrated performance management. For example, Oracle Demantra Demand Management provides both a consensus demand forecast and a measure of forecast error for calculation of forecast accuracy. Oracle Advanced Supply Chain Planning provides constrained supply plan that is used to balance the demand picture. Allocation decisions made in the S&OP process can be defined and enforced via Oracle Global Order Promising. Inventory budgets determined in the S&OP process can be set as constraints in Oracle Inventory Optimization.

KEY BENEFITS

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- Move from a periodic reactive process to a real time proactive process
- Start quickly with best practice templates and easily adapt to your business process
- Sense, shape, and respond to demand
- Managers are back in control
- Incremental deployment – get benefits quickly without the loss of integration

RELATED PRODUCTS:

- Use demand scenarios and demand variability (MAPE, MAD) from Oracle® Demantra Demand Management
- Use advanced statistics and causal analysis via Oracle® Demantra Advanced Forecasting and Modeling (option)
- Leverage Oracle® Demantra Predictive Trade Planning and Trade Promotion Optimization for integrated account planning and promotion optimization
- Connect with ERP systems through data integration profiles
- Prepare detailed data for executive review in Oracle® Advanced Planning Command Center

Enable key executives to analyze all planning information

Oracle Demantra Real-Time Sales and Operations Planning works fully integrated with Oracle Advanced Planning Command Center. You can prepare the detailed data and simulate alternative business decisions in Demantra and then publish to Advanced Planning Command Center for the executive review meetings. The key decision makers in these meetings can use comprehensive analytics on all aspects of the supply chain via pre-built executive dashboards for sales and operations planning and supply chain analysis. By combining the details from inventory, demand, supply, and strategic planning they get a 360 degree holistic view supply chain performance across a wide variety of metrics, dimensions and at various levels of aggregation.

Oracle Advanced Planning — A Complete Solution

Oracle Advanced Planning enables companies to efficiently design, plan, and service their value chains. Its componentized architecture enables you to start with any product and expand to other areas at any point in time. For example, you can decide to start with improvements to your demand management process because you have a forecast accuracy problem, and then implement constrained supply planning or a sales and operations planning process. The Oracle Advanced Planning architecture leverages the scalability and security of Oracle's RDBMS and Fusion Middleware technology and can be deployed as a single instance with Oracle E-Business Suite, or integrated with non-Oracle legacy systems. Whether you implement one module or the entire product solution, Oracle Advanced Planning enables you to share unified supply chain planning information across the enterprise so you can make smarter decisions with better information.

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