



## Demantra Customer Panel: Demand Planning in a Chaotic World

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Among the many sessions at **Oracle** OpenWorld this year was a customer panel on **Demantra** implementation best practices. The high profile panelists from such names as **Tootsie Roll**, **Gilead**, **C&S Wholesalers**, **NBTY**, and **Electronic Arts (EA)** reflected recent implementations of portions of Demantra's functionality, such as Predictive Trade Planning and Demand Planning, and somewhat longer term installations that have been in place for around two years.

Each organization highlighted classic issues that led them to improve demand planning and precision. These ranged from the dead and excess product that literally rots if poorly planned to EA's challenges with a weekly product launch cycle that is also co-dependent upon the availability and popularity of key gaming hardware.

Here are some highlights from a few of the panelists:

### Electronic Arts

The ability to collect, analyze, and back calculate POS data into aligned shipment forecasts offers a more useful and unified view of multiple demand streams. Additionally, having real-time visibility for new product launches is improving precision and reaction time to title management throughout a complex lifecycle. EA also spoke of the ease with which the company can now characterize key product attributes and build profiles in order to plan new titles from within the module.

### Tootsie Roll Industries

The iconic candy company highlighted the explosion of its historical product portfolio to 2,000 SKUs from 200 just 10 years ago. The growth, due in part to acquisition, meant that long-tenured employees did not have the history and context in order to refine estimates. Representatives said that Demantra has allowed them to better equip the sales force with more accurate and timely information and reduce the potential need for just-in-case inventory.

### C&S

As a grocery wholesaler with admittedly razor thin margins and a business model that supports many hi-lo grocery chains with heavy promotional activity, C&S has relied on a heavy buyer mentality that purchased against expectations. The company said Demantra has provided a very strong analytical modeling engine that, while it has been allowed to become a bit of a black box, has improved forecast accuracy and real-time visibility. The result: improved service levels. The goal is to be more collaborative with key retail partners to foster more productive promotions with lower overall risk.