ORACLE DEMANTRA DEMAND MANAGEMENT FORECAST TUNING SERVICE

By leveraging powerful analytical capabilities and superior statistical modeling techniques, Oracle’s Demantra Demand Management product provides companies the ability to accurately predict future demand. Rigorous demand analysis, understanding of demand drivers and finally, appropriate tuning of the Demantra analytical engine is key to fully utilizing Demantra’s capabilities and achieving maximum forecast accuracy. An Oracle Consulting Demantra Demand Management Forecast Tuning Service combines all of these best practices and provides the opportunity to improve forecast accuracy and thereby your bottom-line.

Overview
There can never be a “one-size-fits-all” approach and a standard set of parameters, statistical models and causal factors for all customers. The Oracle Demantra Demand Management Forecast Tuning Service is a focused consulting engagement that analyzes the forecasting challenges at hand, identifies key demand driving factors and configures the Demantra analytical engine to deliver accurate statistical forecasts.

In this ever changing business environment, it is imperative to keep the statistical parameters in sync with the changing business drivers, new ordering patterns from end-consumers and constantly shrinking product life cycles. A well-tuned Demantra analytical engine better equips you to solve these problems in a systemic fashion and allows you to devote more planning time towards exception analysis and resolution.

Scope of the Offering
As part of the service, Oracle Experts will perform a comprehensive qualitative and quantitative analysis of your business challenges.

- **Assessment** – Oracle Experts jointly review the forecast issues/and potential limitations with you, and identify short and long term solutions to address them. Forecast metrics are established and current metrics are collected.

- **Analysis** – Comprehensive statistical demand analysis is conducted to understand data quality, demand patterns and myriad demand drivers such as pricing, seasonality, and promotional events. Based on the analysis of the initial parameters, statistical models and causal factors are configured. The right forecast tree is configured and baseline forecast established.
WHY ORACLE CONSULTING

• Leading Expertise: Oracle's own experts providing thought leadership for every Oracle solution.

• Broad Coverage: "End-to-end" lifecycle services across the entire Oracle product footprint.

• Global Scale: 13,000 Oracle experts in 145 countries, serving over 20 million users.

• Unified Methodology: Based on industry standards, high quality results across complex projects.

• Flexible Delivery: Onsite, offsite, and offshore, along with innovative solutions such as Rapid Starts and Expert Services.

• Configuration – Iterative engine runs are conducted with parametric changes to minimize forecast error with each run. Results are constantly shared with business users for qualitative feedback and buy-in. Configurations are finalized and out-of-sample testing is conducted.

• Delivery – Finalized engine configuration, statistical model selection and causal factors. Sample results are included, best practice forecasting KPIs are discussed and forecast accuracy is benchmarked for future review. Configuration settings are packaged up for production migration.

The scope above pertains to a foundational forecast tuning exercise and does not include the advanced offerings noted in the related services section.

Major Deliverables and Expected Benefits

When completed, significant improvements in quantitative and qualitative forecast domain can be expected. Benefits of a forecast tuning exercise include:

• Optimized analytical engine settings.

• Improved statistical forecast accuracy.

• Comprehensive analytics report detailing parametric settings and rationale.

• Best practices for demand analysis and forecast evaluation.

How We Are Different

The Oracle Consulting team is focused exclusively on Oracle Technologies, and we have the experts that others turn to for leading practices in Oracle software implementations. We know Oracle best and can provide your business with tightly integrated, comprehensive, superior services throughout your ownership experience.

Getting Started

Leverage Oracle’s methods, tools, and extensive experience with customer implementations across diverse industries and geographies. Tight integration across Consulting, Development, Support, Education, and Global Delivery puts the entire Oracle team behind your success. To learn more, contact your local Oracle Consulting representative at 1-800-633-0615, email ask-oracleconsulting_us@oracle.com, or visit www.oracle.com/consulting.