

Oracle Demand Management Cloud

ORACLE[®] SUPPLY CHAIN MANAGEMENT CLOUD

KEY BENEFITS

- Respond faster to market changes
- Improve forecast accuracy
- Reduce inventory investment
- Improve customer service

KEY FEATURES

- Multi-dimensional demand modeling that adapts to your business
- Top-down and bottom-up forecasting
- Flexible time buckets, units and currencies for operational and financial planning

Better forecast accuracy helps you improve customer service while reducing costs. But how can you predict demand when your business constantly changes? Oracle Demand Management Cloud combines proven forecasting algorithms with flexible analytics to anticipate customer demand. It gives you immediate feedback on new products, business segments and customer behaviors that drive demand, so you can respond to these changes. Easy cloud-based deployment unified with other Oracle Supply Chain Planning Cloud solutions helps you to evolve quickly to more customer-centric planning. As a result, you achieve and sustain better performance.

Adopt a Customer-Centric Demand Management Process

Oracle Demand Management Cloud's embedded best-in-class processes orient your demand planning process around your customer. You can analyze and segment customer demand, manage demand variability, handle frequent product introductions, or plan demand of configured products and options. Comprehensive analytics, social collaboration and mobility features enhance your insights and promote teamwork, enabling your organization to accurately sense, predict, and shape demand.



Figure 1. Put the customer at the center of your demand management process

Flexible Configuration to Support Your Unique Business Process

Oracle Demand Management Cloud is built on a flexible, multidimensional data architecture that gives users “slice and dice” analytic capabilities along any dimension and level of granularity. Users can organize the data in different hierarchies, currencies and units of measure so that each has their own view of up-to-date plans, while sharing the same granular base data. Oracle Demand Management Cloud serves as the central system for automating all of your customer-centric business processes by providing configurable dashboards with summary infotiles, KPIs and data visualization elements; spreadsheet-like personalized workbenches with pivot tables and graphs; and customizable measures, calculations and exceptions to support your analysis and problem detection. It also automates the evaluation of demand data with exception

alerts, notifications and color-coding to highlight areas of interest. This “management by exception” approach lets you monitor and respond to customer demand more efficiently.

Sense Demand in Real Time

To respond effectively to uncertain and variable demand, you need to ensure that all demand signals are captured at the right level of detail and can uncover any correlations or factors that influence demand patterns. You can drive downstream planning processes by involving key stakeholders and making them involved and accountable.

Oracle Demand Management Cloud senses demand from multiple data sources in real time, including internal sources (shipments and bookings) and external ones (market and syndicated data) that depend upon your industry.

KEY FEATURES

- Capture internal and external data
- Identify demand patterns and changes via real-time updates
- Monitor changes in demand signals via exceptions and notifications

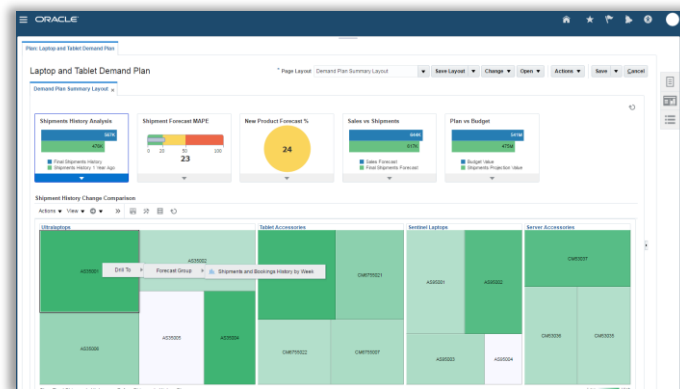


Figure 2. Analyze multiple demand signals

A detailed understanding of the origin and relative contribution of various demands helps you predict their behavior, so you can develop effective demand-shaping programs that stimulate sales and increase market share. Oracle Demand Management Cloud's built-in real-time analytics facilitate quick decisions.

Oracle Demand Management Cloud can also capture demand insights from stakeholders via mobile devices, launch social conversations to get qualitative inputs and annotate the data with notes to document changes and assumptions. Custom calculations help you spot trends, identify forecast variances and respond to other demand stream changes easily and efficiently.

Predict Demand Accurately

Better real-time demand insight is only useful if you can translate it into a more accurate forecast. Oracle Demand Management Cloud's patented Bayesian analytical forecast engine generates the most accurate forecasts possible. Automated algorithms combine 15 industry-standard and proprietary forecasting models to handle a wide range of product life cycles and demand patterns. The resulting forecasts reveal the baseline, seasonality, trends, and other causal factors for both continuous and intermittent data series. Causal correlations and other analytic parameters are automatically maintained at appropriate hierarchical levels where statistically relevant and adequate data points are available.

KEY FEATURES

- Superior Bayesian forecasting engine that handles multiple causal factors
- One-click baseline, seasonal, trend and causal factor analysis
- Configure-to-order (CTO) product planning

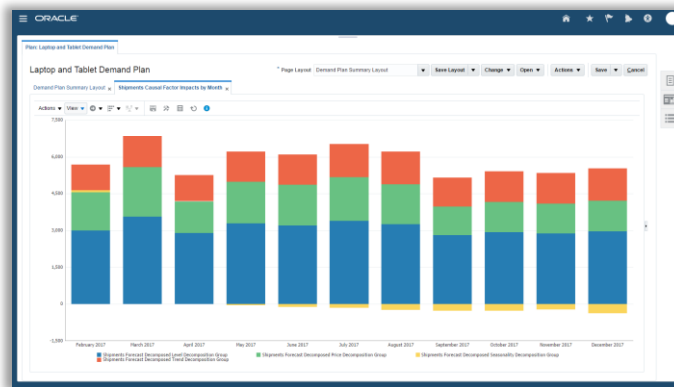


Figure 3. Understand statistical forecast constituents and impact of simulations

Oracle Demand Management Cloud reduces statistical complexity for demand planners and managers, yet it allows statisticians to visualize forecast components in greater detail. They can see the contribution of baseline, seasonality, trend and causal factors, as well as the relative contribution of various forecast algorithms to the Bayesian-blended forecast.

Forecast Configure-To-Order Products

With Oracle Demand Management Cloud, a configure-to-order model's demand, model option-dependent demand, and independent option demand are all calculated when you run a demand plan. You can use attach rates specified in the bill of material, input the attach rates manually, or specify attach rates based on the historical option mix trend.

Improve Forecast Accuracy

Oracle Demand Management Cloud calculates a wide variety of key performance indicators (KPIs) that highlight the true effectiveness and efficiency of your planning process. These KPIs include statistical measures of forecast accuracy, such as mean absolute deviation (MAD), mean and absolute percentage error (MAPE) and bias. To drive continuous improvement, you can review built-in waterfall forecast error reports, drilling down to identify items with chronic accuracy issues. Users can run an unlimited number of forecast simulations to see the potential impact of price changes, marketing campaigns, weather shifts, demand upside and other events. Advanced users can also simulate changes to forecasting models and parameters to fine-tune the statistical forecast.

KEY FEATURES

- Manage new product launches
- Forecast simulations that project the business impact of multiple scenarios
- Collaborate using Oracle Social Network to reconcile cross-functional forecasts

Shape Demand to Achieve Business Objectives

You can quickly add new products and forecast their demand based on the sales history and characteristics of 'like' products. New products can be introduced in selective channels and locations first and then expanded globally in phased manner. You can also use price as a lever to shape the demand, and model price changes as a causal factor that influences the forecast.

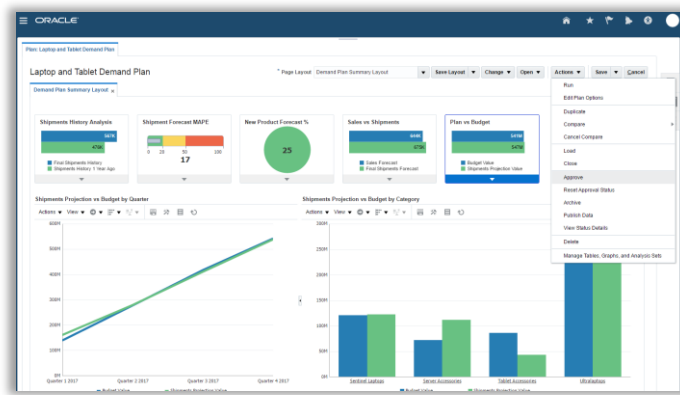


Figure 3. Compare to cross-functional forecast and budget

Oracle Demand Management Cloud enables you to reconcile cross-functional forecasts by comparing them at the plan level, and showing the variance over time or across different product segments. Built-in exceptions such as “deviation between sales and final shipments forecast” help you align the sales forecast with your estimates. Once you collaboratively shape the demand plan, you can share it with executives via Oracle Sales & Operations Planning Cloud to solicit their feedback.

Extend Your Planning Process as You See Fit

Most cloud planning solutions only offer simplistic “one-size-fits-all” capabilities. Oracle Demand Management Cloud changes the game with comprehensive planning tools that are not only easy to use, but bring your business closer to your customers. It’s tightly integrated with Oracle Supply Planning Cloud, so you can continuously balance demand and supply in a single user interface. It’s also pre-integrated with other Oracle SCM Cloud services, so you can spend less time implementing.

Take advantage of Oracle Demand Management Cloud’s world-class simulation, collaboration, ease of use and straightforward deployment to take your planning to the next level. It’s simpler, faster and better: Cloud without compromise.

RELATED PRODUCTS

Oracle Sales & Operations Planning Cloud aligns business plans and operations across the sales, marketing, finance and supply chain organizations.

Oracle Planning Central Cloud provides foundational demand and supply planning.





Oracle Supply Planning Cloud plans material and capacity and responds to demand, availability and resource issues as they occur.

CONTACT US

For more information about Oracle Demand Management Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together

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