

# Starperforma<sup>®</sup> deliver Demantra Demand Planning Solution

## OVERVIEW

Oracle's Value Chain Planning solution enables companies to become more information-driven with best-in-class supply chain planning applications built around a core of optimization, sales and operations planning, and performance management.

Using Oracle Value Chain Planning, you can move beyond basic MRP to profitably balance supply and demand, optimize operations to minimize costs, and manage supply chain risk for resiliency and maximum performance in today's rapidly changing global business conditions.

Leverage global demand management to sense local demand volatility, and use these insights to improve business forecasts and build a consensus plan that aligns sales, marketing, finance and operations. With unique capabilities to shape demand, simulate alternative business scenarios and manage risk, Value Chain Planning provides the core of Integrated Business Planning to ensure operations are aligned to meet corporate financial goals.

## Oracle Value Chain Planning Solution



Figure 1 – Oracle Value Chain Planning

Leverage	Accomplish
<b>Demand Management</b>	<ul style="list-style-type: none"> <li>▪ Sense demand closer to the point of consumption with real-time visibility to demand events</li> <li>▪ Improve forecast accuracy through advanced analytics and improved consensus forecasting</li> <li>▪ Shape demand via integrated promotions planning</li> <li>▪ Manage new product introductions and marketing to shape demand and maximize revenue</li> </ul>
<b>Real-time Sales and Operations Planning and Business Analytics</b>	<ul style="list-style-type: none"> <li>▪ Maximize sales and improve execution by balancing supply and demand in a continuous S&amp;OP process</li> <li>▪ Connect financial and operational planning via integrated business planning</li> <li>▪ Quickly simulate alternate business scenarios</li> <li>▪ Involve all key decision makers into an integrated iterative process</li> </ul>
<b>Value Chain Network Design, Optimization, and Event-driven Planning</b>	<ul style="list-style-type: none"> <li>▪ Design your supply chain for agility</li> <li>▪ Plan your extended value chain with holistic supply planning and scheduling</li> <li>▪ Quickly respond to supply chain events with event-driven planning</li> </ul>

Oracle's Demantra is a best-in-class provider of demand management, sales & operations planning, and trade promotions management solutions.

## Demantra Overview

- Demantra Demand Management solution lets you sense, plan for, and proactively respond to demand by sharing a one-number plan that aligns your organization across departments and users.
- Demantra Demand Management allows you to model new products based on the lifecycle of existing products, or you can model new products or versions that supersede existing products.
- Demantra Real-time Sales & Operations Planning gives planners and managers the information and planning tools they need to take command of day-to-day planning processes.
- Demantra Real-time Sales & Operations Planning provides the foundation for a responsive sales and operation planning process that enables the current and emerging best practices in adaptive demand-driven planning.
- Demantra Predictive Trade Planning gives you unparalleled accuracy and sophistication in volume forecasting, pre-event simulation, and post-event evaluation, all at account managers' fingertips.
- Demantra Predictive Trade Planning provides a comprehensive sales and account planning environment that allows account managers to manage all routine sales forecasting and account planning activities from a single screen.

## Introduction to Oracle Demantra

### (1) Oracle Demantra Demand Management

Oracle's Demantra Demand Management helps you maximize profitability with superior capabilities to better sense, shape, and respond to demand. Automated analytics ensures that your plans are based on the most accurate, forward forecasts without the need of statistical knowledge. The result is a demand-driven organization with higher service levels and sales, more satisfied customers, and lower inventory and distribution costs.

Features :

- **Automated forecast analytics**—uses mixed model approach to ensure out-of-box forecast accuracy
- **Real-time forecast capabilities**—allows planners to get instant answers even in the most data-intensive planning scenarios
- **Multidimensional data modeling with flexible data hierarchies**—enables up-to-date demand visibility for all departments and makes one-number planning feasible
- **Chaining, attribute-based forecasting, and shape modeling**—predicts new product demand and product phase-out while reducing the overall planning effort
- **Dashboards, automated exception management, and workflow**—quickly respond to changing market conditions
- **Web-based, real-time internal and external collaboration, with role-based security**—monitor and respond in real time
- **Rapid implementation**—faster time to benefit and greater return on investment

### (2) Oracle Demantra Real-time Sales & Operations Planning

Oracle's Demantra Real-time Sales and Operations Planning extends demand-driven adaptive planning across your company. It enables you to implement a comprehensive sales and operations planning process that balances demand and supply around a one-number forecast to drive operational excellence and achieve profitability goals.

Features :

- **Superior demand management**—provides sense, shape, and response capabilities to support your sales and operations planning process with accurate forecasts that all departments can agree on
- **Configurable planning platform**—adapts to company business processes
- **Workflow-driven collaborative planning**—improves responsiveness to changes in demand and supply
- **A single source of information**—improves decision-making
- **Top-down bottom-up planning**—validates business plans and identifies potential gaps
- **Demand shaping capabilities**—help you select the right promotions and marketing programs to close the gaps

### ***(3) Oracle Demantra Predictive Trade Planning and Optimization***

Oracle Demantra Predictive Trade Planning and Optimization provides consumer goods organizations with robust trade promotion and account planning, sales forecasting, and promotion optimization capabilities. Architected from the ground up on an analytics platform that addresses both transactional and strategic trade challenges, such as promotion effectiveness, on-shelf availability, baseline forecasting, and incremental lift calculations, and customer profitability.

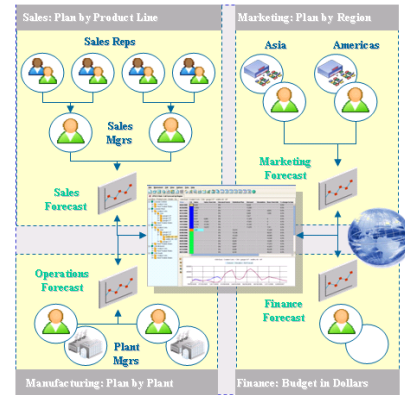
#### Features

- **Automated baseline forecasting and incremental lift projections**—allows account managers to easily and quickly predict the impact of individual trade promotions
- **Promotion analytics**—compares scenarios and provides detailed predictions on expected lift and trade fund spending
- **Multipanel worksheets**—manage daily sales forecasting and account planning activities from a single screen
- **Collaborative planning platform**—ensures that sales forecasts and event plans are synchronized across marketing, finance, manufacturing, and supply chain
- **Workflow-driven exception management**—automatically identifies plan or demand changes that may create problems
- **Retailer point-of-sale and syndicated data**—measures, predicts, and optimizes promotion lift, taking into account effects, such as cannibalization and consumer stockpiling
- **Multiple sources of internal, agency, syndicated, and point-of-sale data**—reveal which marketing tactics work best
- **Promotion optimization**—automatically determines which marketing tactics will yield the maximum return on investment, produce the highest volume or maximize profitability

# Starperforma<sup>®</sup> solution in Demand Planning Process

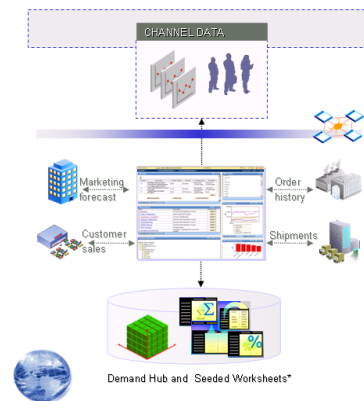
## **Inclusive consensus process improves plan quality and acceptance**

- Create consensus plan through continuous collaboration across sales, marketing, finance, supply chain and customers
- Each participant gets tailored view
  - Configurable worksheets
- Consensus based on inputs and weightings from groups
- Combine top down business planning with precise bottom up forecasts
- Automate process with workflow
  - Send reminders
  - Task notifications in dashboard



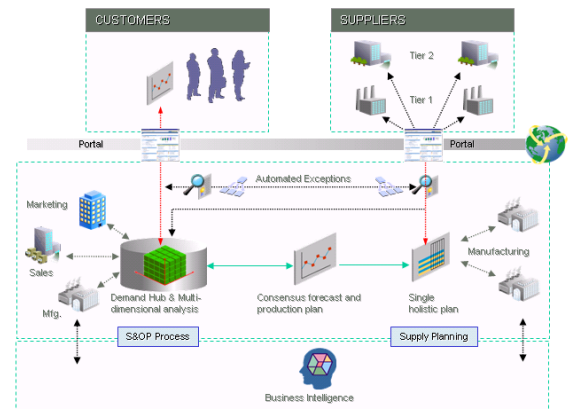
## **Real-time demand sensing and collaborative consensus forecasting**

- Capture demand by customer or sales channel
- Capture demand more frequently, closer to the point of consumption
- Capture local and demographic characteristics of demand
  - Identify and respond to local differences in demand
- Consider forecasts from marketing, sales territories and customers to achieve consensus
- Quickly identify and react to demand changes and exceptions



## **Demand visibility will enable us to collaborate better with principles, customers and suppliers in order to react properly to fluctuating demand**

- Enable closed loop collaborative planning processes across your value chain
- Have complete supply chain visibility
- Make better decisions
- React immediately to disruptions in supply chain



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