

PRODUCT SHEET

JDA Demand for Manufacturing

Challenge: Creating Accurate Demand Plans

With consumers having more brand choices than ever, keeping brand loyalty high has become significantly more difficult to do. Adding to this challenge are costly mismatches of demand and supply with large amounts of the wrong inventory being sent to the wrong place. Countless problems, from increased out-of-stocks and excessive expediting costs to lost market share, can all affect top- and bottom-line performance.

To address these issues, industry leaders are embracing the reality that demand drives the consumer-driven supply chain. Companies are increasingly striving to align their operations around the belief that end-consumer demand signals should be the primary driver of manufacturing, deployment and logistics. Sales and operations planning (S&OP) initiatives — beyond simple supply and demand balancing — have led organizations to move from demand forecasting to demand management in order to drive a synchronized view of demand for their company.

Moving to a Synchronized View of Demand

While traditional planning approaches have limited operational areas of the business consuming the forecast, such as replenishment, production, warehousing, deployment and raw materials procurement, demand-driven organizations are leveraging a synchronized view of demand beyond these traditional areas. Innovative companies now inherently integrate a consolidated forecast into transportation plans, rough-cut financial plans, network design planning, shelf space plans, network safety stock plans, trade fund and promotion plans and customer assortment plans.

Moving to this integrated planning framework requires a robust solution that can accurately deliver a consolidated forecast with the highest accuracy. With a synchronized view of demand, companies will

◆ KEY CAPABILITIES

- Provides a rich graphical workbench that integrates exceptions, graphs and grids in a single view
- Enables advanced statistical modeling leveraging multiple algorithms
- Provides demand classification and segmentation
- Offers statistical forecasting on any level of the hierarchy (i.e., distribution center, key account, item, channel, geography)
- Aggregates forecasting across hierarchies and automatic reconciliation from top down or bottom up
- Features short lifecycle forecasting, new product forecasting and lifecycle management
- Enables promotional and event data management
- Creates flexible graphical forecast accuracy measurement of base forecast and promotional adjustments
- Provides graphical exception management
- Enables consensus forecast creation
- Integrates with JDA's replenishment and planning solutions through JDA® Platform

maximize sales and marketing effectiveness by accurately predicting future customer demand to drive their business decisions. By better understanding consumers' evolving requirements and hot trends, companies can forecast and leverage the demand signal to synchronize demand with their sources of supply.

Solution: JDA Demand

JDA® Demand helps you to better prepare for future customer demand — with the unparalleled ability to economically scale without sacrificing critical functionality. Leveraging advanced statistical analysis techniques, JDA Demand offers demand segmentation capabilities that analyze your product's selling behavior to identify its individual demand pattern (i.e., slow moving, seasonal, lumpy, etc.). The corresponding classification is then used to apply the appropriate forecast algorithm and automatically assign the parameter settings based on the product's demand behavior, helping to create the automated baseline forecast.

In addition to statistical modeling to create the baseline forecast, JDA Demand provides your users with the tools to easily account for the impact of promotional or external events that affect your forecast on top of your regular turn business. Incorporating these promotions and events into the final forecast is a best practice that creates a clear picture of future customer demand.

Make Better Business Decisions With a Consensus Demand Plan

Leveraging JDA's Web-native solution, your users can gain additional insight into the future demand picture through collaboration with internal stakeholders and external trading partners. This collaborative process then builds the consensus demand plan.

JDA Demand offers robust demand classification functionality that can determine the appropriate forecasting methodologies to be used for your products in all phases of their lifecycles. If your company regularly introduces new products, you'll

appreciate that JDA Demand also provides intelligent new product introduction modeling capabilities to provide improved forecasts for products with little or no history.

Real Results

JDA Demand, in conjunction with JDA's promotions optimization and management solutions, can help manufacturers achieve the benefits of a synchronized view of demand:

- Improved forecast accuracy within the organization stemming from advanced statistical analysis capabilities and the ability to segment demand streams and forecast at multiple hierarchical levels
- Reduced inventory throughout the trading network
- Improved demand visibility and trading network efficiency and performance stemming from shared forecasts and a true, consensus demand plan aligning all trading partners
- Improved inventory availability and turns stemming from smoothing demand variation across the trading network and increasing synchronization throughout the extended supply chain
- Improved pricing and promotions strategies across all product lifecycles that drive revenue and profit objectives

Deploy JDA Demand via JDA Cloud Services

Protect your JDA software investment and increase business agility by having JDA experts manage, monitor and maintain your JDA solutions. JDA Cloud Services reduces your implementation time and risk while enabling you to quickly and easily deploy new functionality to keep pace with your changing business needs. With your software running in the JDA Cloud and upgrades included in your service, you will benefit from solutions that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.