



Diagnostic Consulting- Demand Planning



What is Diagnostic Consulting?

Through diagnostic consulting, we study your data and process and make key recommendations for improvement. The key steps in a diagnostic:

- ☑ **Measure** the current accuracy of the forecasts using robust demand metrics
- ☑ **Map** the planning process using interviews and metrics analysis
- ☑ **Benchmark and Highlight** key areas of opportunity
- ☑ **Quantify** the benefits of re-engineering the demand management process.

Discovery Steps

The Discovery will generally proceed using the following outline:

1. Assess the forecast need of the down stream customer
2. Identify Roles and responsibilities of the Demand Side players including Sales and Marketing, Category Development and Trade Marketing
3. Map Historical Data volatility
4. What is the sub-process for Promotional and Event planning and how is it integrated through the CRM or other processes?
5. What is the consensus process?
6. Are different forecasts reconciled?
7. Communication between Demand and supply side other than during forecast hand-offs
8. Are the demand forecasting and supply planning processes managed by exception?

Exception management in demand planning:

"80% of your supply chain errors derive from 20% of your event drivers"

Consulting Methodology

Our Consulting Model Employs the Six-Sigma Methodology of:

- **Define**
- **Measure**
- **Analyze**
- **Improve and Control (DMAIC).**

With our knowledge base of best practices and industry benchmarks, we can analyze processes and recommend an action plan and appropriate solutions quickly.

Our central philosophy is exception management grounded in the Six-Sigma principles. Leveraging the 80/20 rule, we evaluate the end-to-end supply chain to capture valuable information clusters that drive the underlying business process.

Through our unique diagnostics methodology, we help clients understand their specific supply chain drivers that are inhibiting a holistic Demand and Supply Management process.

This exception management philosophy helps clients identify key areas in their supply chain that provide the maximum returns for process improvement.



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To discuss your Demand Planning process, or schedule a Demand Planning Diagnostic for your company, call us (781)995-0685 or email info@demandplanning.net

Consulting Model

Our Diagnostics consulting is conducted over a period of ten days, with five days of on-site consulting and five days off-site. We spend the first four days on-site on process interviews and data collection. The off-site work includes data review and analysis. We make a return visit to present our findings (At the option of the client, this can be conducted as a WebEx presentation).

Day 1 and 2: Meeting with the sponsor and stakeholders - Review data and systems - Review Key supply chain metrics

Day 3 and 4: Interviews with Demand and Supply chain participants

Week 2: Quantitative analysis of data and key supply chain metrics, off-site

Day 10: Presentation of the Diagnostics Results to Client Management and Supply Chain

Interview Matrix

Duration	Demand Chain	Supply Chain	Other
1.5 hour each	Demand Planners	Supply Planning Manager	Project Sponsor
2 hours each	Sales & Marketing	Customer Service Manager	Finance & IT
2 hours	Wrap up and final presentation		



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About Us

Demand Planning, LLC is a boutique consulting firm specializing in Business Process and Strategy consulting in the fields of Demand Forecasting and S&OP for medium-sized businesses. We offer specialized consulting services in the following practice areas:

- Demand Forecasting and Management
- Sales and Operations Planning (S&OP)
- Supply Chain Analytics and Measurement
- Inventory and market share forecasting
- Account Based Forecasting and CPFR©

We offer a variety of training programs, webinars and customized on-site workshops as well as on-demand e-learning courses through our knowledge portal DemandPlanning.Net.

A Sample of Clients:

- SAB Miller
- Texas Instruments
- Hewlett Packard
- Hill's Pet Nutrition
- World Kitchen
- FMC Lithium
- Campbell Soup
- McCain Foods
- Lnoppen, Shanghai
- Vistakon J&J, Malaysia
- Pacific Cycles
- Smead Manufacturing
- Nstar
- F. Schumaker
- Wyeth
- Celanese
- Abbott

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Mark Chockalingam Ph. D.

Dr. Mark Chockalingam is Managing Principal, Demand Planning, LLC. Mark specializes in demand forecasting, Sales and Operations Planning, Customer Planning and supply chain strategy. Mark has helped consulting clients in CPG, Pharmaceuticals, Chemicals and Retail to implement best practices to sharpen complex supply chains and help them be more customer-focused. He has worked on high profile projects with companies such as Abbott, FMC, Proctor and Gamble, Au Bon Pain, Teva Pharmaceuticals, and Miller SAB, Wyeth etc.

Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India.

Mark J. Lawless

Mark Lawless is a Principal Consultant with Demand Planning LLC. Mark has consulted for numerous Fortune 1000 companies on issues of business planning, finance, and forecasting. These have included JB Restaurants Inc, the Massachusetts Restaurant Association, America Online (AOL), Bombardier, Wachovia Financial Services, Tyco Healthcare Products, Gap Inc., Gerber, S.C. Johnson, and Rolls-Royce. His specialty consulting areas include Corporate Finance, Operations Forecasting & Planning, Strategic Forecasting, Financial Planning & Budgeting, and related quantitative and structural disciplines.

Mark holds an undergraduate degree in Economics, as well as graduate degrees in Economics, Finance, and Accounting. He is an alumnus of Southern Illinois University (Edwardsville), Boston College, Bentley College, and Washington University (St. Louis).



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