



Plan4Demand Demand Curve Analyzer™

Finally – a comprehensive approach to *precision demand analysis* – developed *by* demand planners *for* demand planners.

We're all too familiar with the challenges and pain points you're facing:

- Understanding variation in demand
- Inaccurate new product forecasts
- Suboptimal software implementation
- High SKU/customer turnover
- Poorly tuned statistical forecasts
- Inherently biased judgmental input or planning behavior
- Lack of demand data management

In response to the complexity – and potential for failure – of today's sophisticated demand planning processes and tools, Plan4Demand's specialists have developed **Demand Curve Analyzer™**, a proprietary new demand assessment tool designed to help planners analyze historical demand patterns, uncover areas of opportunity, and drive precisely targeted forecasting improvements.

Demand Curve Analyzer is a comprehensive analytics/modeling tool that enables planners to drill deep into their historical demand curve data – to quantitatively reveal trouble spots and subsequently provide best-practice guidance in terms of the optimal corrective measures to be taken to fine-tune the forecasting application.

"We used Demand Curve Analyzer to show supply chain managers with one of our clients how 50% of their absolute error was coming from just 10% of their overall volume – new products – even after they assured us new products wasn't an area of concern!"

— Lisa M. Kustra
CEO, Plan4Demand Solutions

Demand Curve Analyzer reveals the truth within your data.

Based on the collective, hands-on expertise of Plan4Demand's industry-veteran supply chain professionals, **Demand Curve Analyzer** integrates complex, time-tested mathematical and statistical algorithms with core elements of Plan4Demand's own **Demand Excellence™** model – a holistic framework that incorporates all of the subprocesses of the demand planning discipline.

Demand Curve Analyzer provides mechanisms to assess those demand-related areas that are quantitatively or data-driven. It also includes extensive reporting tools to indicate whether those various processes are functioning as efficiently as possible, or whether there's opportunity for improvement.

Plan4Demand is a client advocate and is in no way sponsored by any software vendor.



To learn more about the smart way to analyze demand data, call Plan4Demand: 866-P4D-INFO.

plan4demand
Global Supply Chain Specialists

The Benefits of Demand Curve Analysis...

- Estimate Forecast Error Benchmarks
- Identify Forecast Data Issues
- Calculate Base and New Product Forecast Error
- Determine Forecast Value Add and Bias
- Assess the Quality of Your Statistical Forecasts
- Determine the Forecastability of Demand
- Illustrate State-of-the-Art: Four-Quadrant Demand Management
- Estimate the Best Hierarchical Level to Statistically Forecast

Demand Curve Analyzer™ helps you identify actionable opportunities for improvement:

- Are judgmental inputs on target, or leading you astray?
- Should you explore better ways to manage your demand data?
- How well do you forecast new products?
- Is your demand statistically viable?
- Set reality-based forecast error targets.
- Prioritize demand planning process improvements to rapidly drive the highest return on your investment.

DCA shows the way to drive tangible benefits that yield bottom-line value.

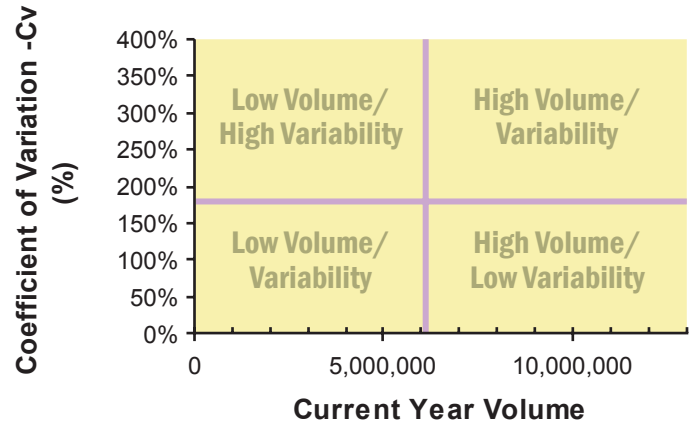
Plan4Demand consultants used Demand Curve Analyzer to help one of our clients — the materials division of a Global 500 chemical/pharma corporation — increase forecast accuracy more than 30% across 12 business units by revealing that demand data errors were contributing to 60% of the absolute forecast error.

At another company, planners using Demand Curve Analyzer discovered that the forecast error resulting from their own judgmental input was *double* the error of a naïve statistical model.

In each of these cases, Demand Curve Analyzer yielded analytical evidence and insight to develop and deploy highly targeted process-based solutions that resulted in a dramatic reduction in forecast error!

Consider some of typical results you can expect from Demand Curve Analyzer:

- Detailed reporting about your demand curve, including the characterization of lumpy, trended, and seasonal demand.
- A detailed demand curve analysis, identifying potential areas in need of process- or tool-improvement
- An estimate of attainable forecast targets
- Detailed four-quadrant segmentation of your demand — with a detailed road map for making improvements in forecast management and exception processing



If you're tired of "calling the vendor" and getting lackluster guidance from people with no forecasting expertise, or your prior efforts at forecast process improvements haven't returned significant benefits, then *now is the perfect time* to learn more about Demand Curve Analyzer.

Demand Curve Analyzer™ integrates time-tested mathematical and statistical algorithms with core elements of Plan4Demand's Demand Excellence™ model to reveal the truth within your data.

