

# Is your product on the shelf when your customer wants it?

That's what supply chain management is all about: the right product at the right place at the right time.

But what happens when your **order-to-cash cycle** suddenly increases...

...or when you **shift manufacturing overseas** but try to maintain the same stateside distribution network...

...or when you suddenly discover a surge in the amount of **stock transfer shipments** you're sending?

Even if your job is to oversee a relatively simple supply chain, you still face ever-increasing pressures to ensure smooth daily operations and to help increase profits for your organization by driving down costs — wherever you can — throughout ever-sprawling supply chain domains.

Your challenges are many:

- Manage suppliers as if you owned them.
- Remotely manipulate product at customer sites — as if they were your own inventory locations.
- Coordinate transportation resources as if they were free and unlimited.

There's no such thing as *simply* balancing supply and demand.

That's because modern supply chains have become so vast and complex that staying one-step ahead of the competition — *at the lowest possible cost* — has become exponentially more difficult.

The prospect of driving down costs in individual silos can seem as futile as trying to squeeze the last bit of juice from an orange. But analyzing your entire network as a whole enables you to quickly identify where flexibilities exist within your network and how to rapidly respond to unpredictable circumstances.

**Call Plan4Demand toll-free at 1-866-P4D-INFO to learn how our global supply chain specialists can help you quickly validate, rationalize, and improve your supply chain network — starting today!**

## Plan4Demand's Network Optimization Focus:

- Transportation cost and resource management
- Inventory optimization strategies and tactics
- Manufacturing and packaging operations
- Warehouse capacity and distribution requirements
- Replenishment planning and positioning
- Simulation and what-if scenario modeling and testing
- Postponement strategies

**Plan4Demand's professionals specialize in supply chain management, technologies, operations, business processes, and best practices.**

**With end-to-end expertise that spans the entire value chain, our network optimization services help you keep all the “moving parts” of your supply chain well-oiled and at peak efficiency.**

**We offer:**

- Modeling and simulation to pinpoint variability and demand patterns
- Transportation strategy and route optimization
- Network optimization analysis and design
- Insight into how your network has evolved, and key opportunities to “rebalance” it
- Visibility and flexibility to anticipate and respond to exceptions or events beyond your control, like rising fuel costs
- Warehouse management solutions, 3PL rationalization, and key performance indicators
- Custom training and professional development on modeling and network optimization tools and concepts

## Plan4Demand Network Optimization and Modeling Services

With an average 10 years' experience designing, developing, and deploying solutions spanning all aspects of supply chain business processes and technologies — for nearly 200 Fortune 500 and mid-cap corporations around the world — Plan4Demand's industry-veteran professionals truly are global specialists.

So when it comes to network optimization and modeling, we offer holistic expertise to help you evaluate all the “moving parts” of your supply network — to explore untapped opportunities, to navigate pitfalls that may lie ahead of you, and to gain the knowledge, skills, and ability to sustain your network at peak operational efficiency long after our work is done.

**Our goal: To help your business reap the full benefits of supply chain operational excellence!**

Many firms that offer network analysis services take a different approach, packing up their tools and expertise at the conclusion of such projects and leaving you with nothing but recommendations and best wishes. At Plan4Demand, we want to leave your analysts with a repeatable toolset they can use and reuse to conduct similar analysis on their own going forward.

### Network Modeling and Validation

Many companies that implemented tools several years ago or that modified business processes instead of investing in technology are now ripe for a supply chain tune-up. Plan4Demand's industry-veteran supply chain specialists can quickly and affordably determine whether targeted areas in your organization would benefit from change. They also have deep process and technology skills to provide a comprehensive evaluation of your entire supply chain.

- i2 Strategist
- Manugistics NetWORKS Strategy
- Oracle Inventory Optimizer
- Rockwell's Arena Simulation Software
- SAP Strategy Supply Chain Design Tool
- Slim2000
- Logic-Tools
- Optiant
- CAPS
- *And most simulation solutions*

Here's the Plan4Demand approach to optimizing supply chain networks — Starting at \$40K:



**1. Baseline Development:** We'll review your business network, determine an optimal modeling approach, then identify data needed for baselining. We'll collect sample data and make sure its properly cleansed, aggregated, and loaded into the software to support modeling, while finalizing plans for individual scenarios and their respective variances.

**2. Baseline Validation:** We'll validate the results of baseline data modeling against your actual financial and operational metrics from the same time period. Then we'll investigate/debug inconsistencies as necessary, documenting our results.

**3. Scenario Analysis:** We'll build and execute the scenarios and respective variances from Step 1. Then investigate/debug any data inconsistencies, documenting the results of each scenario, measuring their outputs against the baseline, then prepare a “best option” recommendation in line with your business goal, summarizing our results for your team.

**4. Implementation Planning:** Finally, we'll work with you to create and present an executive readout of our scenario analysis and findings, with a business case to substantiate our recommendation, and a roadmap for implementing your strategy.

### Design

**Flexibility and responsiveness are hallmarks not only of finely tuned supply chains, but also of world-class companies.** To help you achieve excellence in your supply chain and your business, Plan4Demand offers comprehensive design services to support the following three focus areas:

- **Transportation**
  - Pool point placement
  - Fleet vs. common carrier balancing
  - Routing and load optimization
- **Warehouse Management**
  - Capacity constraints
  - Inbound and outbound planning
  - Shift and labor planning
  - High-velocity operations
- **Supply**
  - Postponement strategy
  - VMI/CPFR
  - Supplier Network Visibility
  - Inventory Optimization



**The Plan4Demand Difference:  
People—Process—Technology**



By first collaborating with your *people*, we jointly determine the best ways to optimize your business *process* requirements. Only then do we move forward with the right *technology* to help you achieve your bottom-line goals.



# Network Optimization



**Visibility...Integration...  
Optimization—  
A Three-Stage Approach  
to Supply Chain Excellence**



**plan4demand**

People—Process—Technology

For more information about Plan4Demand, call 866.P4D.INFO or visit [www.plan4demand.com](http://www.plan4demand.com).

**P4DSERVICES**