



Summary

Solution Type:	Demand Management
Industry:	Non-specific
Product(s)/Templates:	Non-specific
Target Audience:	Senior and Mid Level Executives Implementers and Consultants Demand Planning End Users
Delivery Method:	Web Based Training
Training Approach:	Lecture
Duration:	12 Hours

Description

This course explores the subject of Demand Management by examining the necessary inputs, required outputs and best practice workflows that are characteristic in today's business environment. The student will be presented with an overview of the end-to-end workflow necessary for a comprehensive Demand Management process and will be exposed to the tools and techniques used to address the challenge of creating and maintaining a Demand Plan. Emphasis is placed on the re-iterative nature of the process and the need to measure performance and adjust the process to insure continuous improvement.

Content

This course is composed of the following modules:

- **Module 1: Introduction to Demand Management**
In this module the Demand Management process is defined. The main goals of demand management for any business and the common challenges faced by an organization during a typical implementation are outlined. The role of demand management in a company's supply chain is highlighted. The positioning of demand management with respect to a company's various planning activities is explained.
- **Module 2: Concepts and Terminology**
In this module, the key concepts and terminology used in demand management are identified. The techniques for organizing, viewing and managing data are discussed and the importance of working in multiple dimensions with hierarchical views is highlighted. Concepts of manipulating data within a multi-dimensional model are explored.
- **Module 3: Baseline Forecasting**
In this module, the concept of the baseline forecast is introduced. Time series forecasting and other techniques for generating a quantitative base forecast are reviewed and the concept of picking the best forecast from more than one method is introduced. The baseline forecast is presented as the beginning point for the development of the Demand Plan.



- **Module 4: Exception Management**
This module discusses the scenarios when manual intervention is recommended in order to modify the baseline forecasts. The criteria used to identify a forecast exception and guidelines on how exceptions may be addressed are covered.
- **Module 5: Specialty and Qualitative forecasting**
This module addresses forecasting techniques that are somewhat different from baseline time series forecasting. Various specialized methodologies including life-cycle and phase-in/phase-out are covered, along with qualitative techniques and collaboration.
- **Module 6: Consolidation and Consensus**
This module covers the process of converting a baseline forecast into a consensus forecast by incorporating relevant information from various functional groups such as demand planning, marketing, sales, and manufacturing. The goal is to understand the need for modifying the baseline forecast based on various events and know how various forecasts may be combined into a 'one-number' consensus forecast. This module ends with a discussion of the various inputs, outputs and process flow of consensus forecasting.
- **Module 7: Performance Measurement**
This module addresses the importance of measurement of process performance for the purpose of modification of behaviors and processes to achieve continuous improvement over time.

Prerequisites

- Recommended completion of the Intelligent Supply Chain Management (WBT) training course is recommended (optional)
- Exposure or work experience in the field of demand management or forecasting is helpful

Objectives

Upon completion of this course, you will be able to:

- Define the key business objectives of the demand management process.
- Describe the high level workflow for intelligent demand management.
- Understand the key steps in the demand management process.
- Describe best practices in demand management.
- Define excellence criteria in demand management.
- Identify the improvement areas in your company's demand management process.
- Understand the challenges to managing a fully optimized demand management process.