Demand Collaboration Hub

Dealing with Random, Variable and Intermittent Demand

Demand Collaboration Hub (DCH) is a web-based consensus forecasting platform that brings together demand and forecast data from multiple sources. DCH provides a simple to use environment where even inexperienced users can collaborate in the forecast planning process. It supports both internal sources (such as marketing and sales) and external sources (such as partners, retailers, distributors or suppliers).

In addition, DCH creates forecast accuracy statistics for each data stream, providing an objective basis for assigning more weight to sources that provide more accurate forecasts. This unique rating approach quickly improves forecast accuracy, mitigates forecast bias, and reduces 'bargaining'.
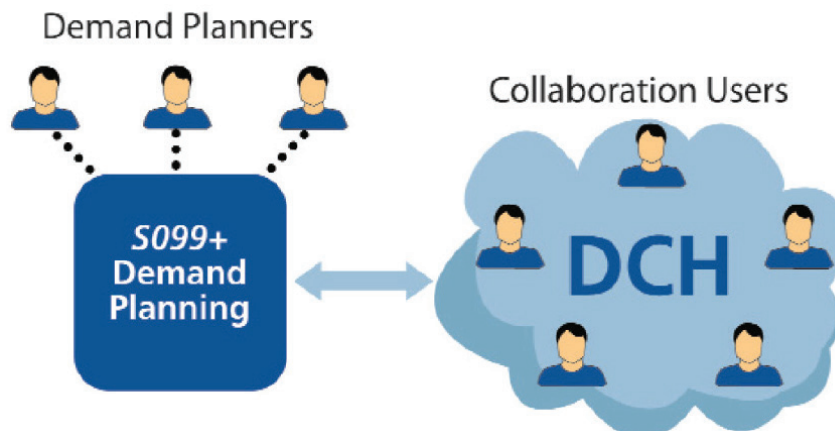
Adding Collaboration to Demand Planning

As the number of stakeholders in the demand planning process grows, DCH adds scalability through a web-based application that seamlessly integrates with SO99+ Demand Planning.

SO99+ provides the baseline forecast to DCH. The DCH users, working in parallel, add their market knowledge to the forecasting process by making changes to this forecast. Supervisors can vet the modified forecasts and sign off on them. The net result is a single consensus forecast which can then be fed back to operations for execution and can also be used to facilitate an S&OP (Sales and Operations Planning) process.
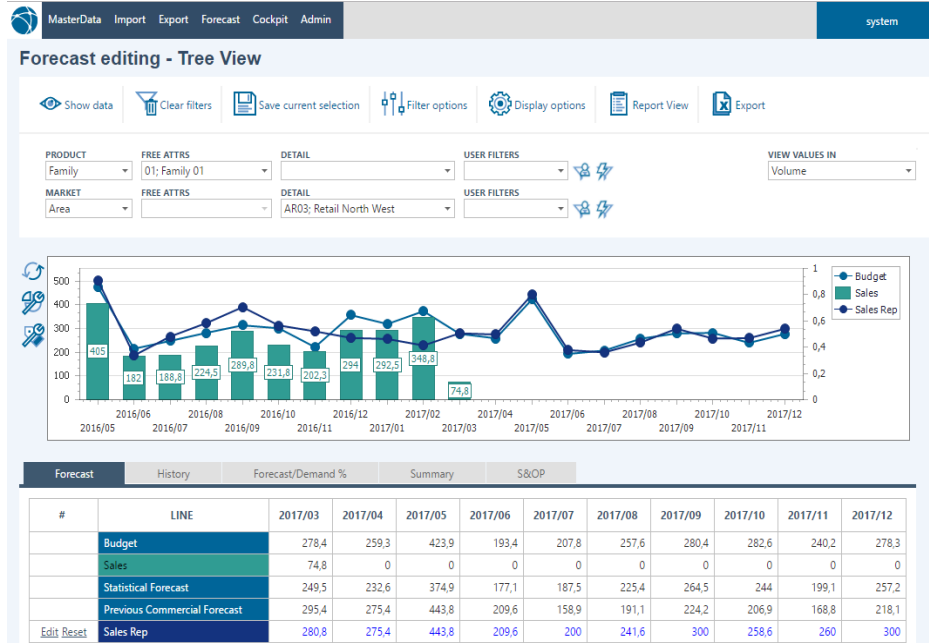
Key Functions
Retailers, Manufacturers and Wholesale Distributors of:

– Time Bucket: Weekly or Monthly
– Configurable Product Structure (from SKU to any of 22 possible aggregation levels)
– Configurable Market Structure (any of 22 possible aggregation levels)
– 5 different forecast versions with independent frozen time horizons
– Promotion management User profile management

Users can be salespeople, partners, customers, or any other stakeholder. DCH enables even casual users to add market intelligence from their area. Data is aggregated at any level (e.g., product line, geography, channel/ customer) to be viewed and modified easily. Changes at an aggregate level are automatically pro-rated to the lower tiers and the effects at one level are readily visible both below and above the change level.

DCH can manage up to five forecast versions per SKU. These forecast versions can represent input from a department or functional area or from any other source, including POS data.

A Forecast Collaboration Workflow
DCH can be configured so that individual users can have limited or global access to the data, including the baseline forecast and consensus. The user can configure which versions of the forecast are displayed.

A user hierarchy defines different levels of visibility and authority for specific data sets. In a typical work-flow, a user will view and edit the forecast assigned to them, document the edit, and pass the forecast to the next level. When all the users at that level have signed off, their forecast is frozen and the next level users take over.

Finally, DCH provides a common platform for comparing and contrasting multiple forecast inputs. Forecast accuracy statistics are provided for each data stream to describe its historical forecast accuracy. This creates a unique capability to statistically evaluate each source for persistent forecast bias and grade it for past forecast accuracy.

Next Steps
See how the addition of a demand collaboration platform can expand the capability of your forecasting environment. For a demonstration, contact the ToolsGroup office nearest you.

About ToolsGroup
ToolsGroup is an innovation partner for companies who want to achieve highly accurate forecasts, outstanding customer-service levels and less global inventory. An expert in "Powerfully Simple" supply chain planning, we offer software that analyzes demand history across multiple dimensions so you can achieve the most reliable forecast and inventory targets for mastering demand volatility and delivering service level excellence.

Our innovative and advanced technologies enable you to improve and automate your planning processes. Our solutions span key supply chain planning areas such as Demand Planning, Demand Sensing, Promotion Forecasting and Inventory Optimization.

We have more than 250 customers worldwide and one of the highest customer retention rates in our industry. Our experience includes manufacturers, wholesale distributors and retailers in awide range of demand and inventory driven industries.

Please visit our website at www.toolsgroup.com and click on "About Us" for a list of our offices throughout the world.

America
Asia
Africa
Europe
Australia