

SAP IBP for Demand Planning & Sensing

- Enhancing Demand Planning with SAP IBP for Demand



By Claus Brogaard
Senior SAP SCM Consultant

Integrated Business Planning is the concept of integrating the demand forecasts, supply plans, inventory projections and the financial plans in one unified model.

Demand Planning & Sensing is an end-to-end demand planning engine, combining "traditional" mid-to long-term planning using statistical methods and demand sensing to improve the forecast accuracy significantly in the short term.



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The integrated end-to-end process

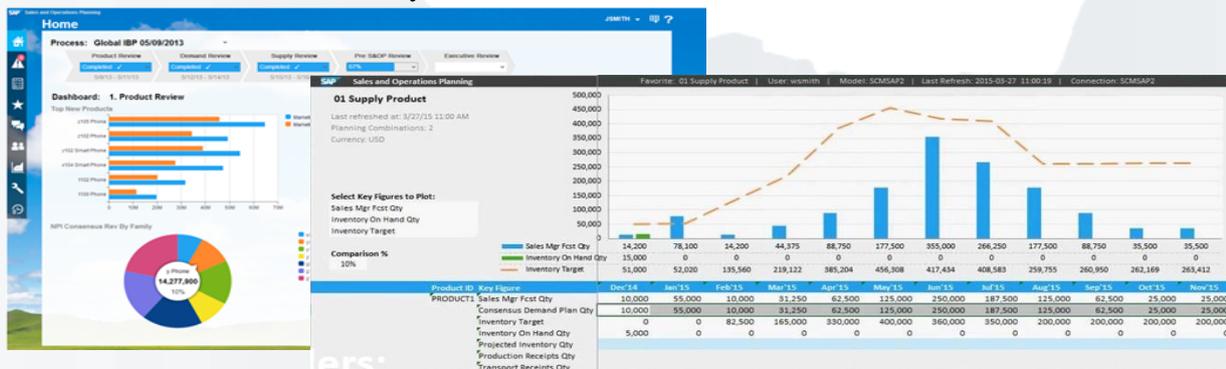


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1. Sales history gathering and data cleansing.
2. Execute segmentation and run statistical forecast models.
3. Create sales and marketing demand plan.
4. Consolidate opportunities and demand changes, and prepare for consensus meeting.
5. Agree on a mid- to long-term consensus forecast and release demand plan.
6. Let demand sensing identify patterns in the near-term and optimize short term demand.

- ✓ Collaborative and improved Demand Planning including Sales, Marketing and Finance in an integrated and informative process
- ✓ Use standard reports and templates for all activities and fixed agendas for meetings
- ✓ Execute Demand Planning in collaborative platform that supports the creation of a data driven consensus plan
- ✓ Exception based execution process with alerts and KPI's
- ✓ Auto adaptive pattern recognition for short-term demand plan increasing responsiveness

Excel as the main front end and analytic dashboard



- ✓ Excel data sheet as the planning workbook where data is viewed, changed, keyed in, or calculated.
- ✓ Classic excel functions can be used in the workbook
- ✓ With the Excel front end it is possible to work offline and synchronize your data later on.

- ✓ The workbook layout and graphs can be customized and shared with colleagues. Administrators can create and customize workbooks and make them available across the organization.
- ✓ Excel is connected to the HANA database which ensures a fast update and simulation of changes.