



# Demand Planning

Stop guessing. Start planning. And ensure you're delivering exactly what customers want, when, where and in what quantities. The Kinaxis<sup>®</sup> RapidResponse<sup>®</sup> Demand Planning application lets you gather demand input from all key stakeholders – including sales, marketing, finance, operations and even your customers and suppliers. And from external digital signals like weather, holidays and economic indicators that let you stay ahead of shifting demands, no matter how fast they change. So you can deliver a demand plan that keeps your customers happy and your bottom line healthy.

## Powerful capabilities drive impressive results

- Improve short- and long-term forecast accuracy and reduce process cycle times.
- Create the best demand plan through seamless collaboration across functions (sales, marketing, finance, demand planning).
- Empower planners with automated machine learning to extract insights from massive datasets assembled from internal and external sources.
- Maximize revenue opportunities and proactively resolve risks through tighter coordination across functions.

- Incorporate events like promotions and holidays into your long-range forecast using advanced statistical forecasting.
- Use demand sensing to create the best short-term forecasts for your business.
- Meet customer expectations by setting consistently achievable delivery dates.
- Base your order fulfillment decisions on sound financial and operational impact modeling.
- Improve user adoption with explainable analytics that foster trust in machine learning-generated results.

## Demand planning done differently

So here's the thing. The way we handle demand planning within RapidResponse is different – really different. But don't be scared. Since it's way less complicated and time-consuming thanks to the power of concurrent planning, after seeing how easy it is to balance supply and demand you'll be wondering how you did it the old-fashioned way.

### 1 Do a reality check

Check distribution and material plans to see if life's thrown any curveballs your company's way.

### 6 Sit back, relax and wait for life's next curveball

Rest easy knowing no matter how fast or frequent things change across your supply chain, you've got the agility to respond quickly and confidently.

### 5 Put your plan into action

Secure signoff, push the chosen scenario live with a single click and head down the path to execution glory.

### 4 Weigh your options

Spin up any number of scenarios in real time to evaluate and compare trade-offs and options, the current plan and critical KPIs. Have an idea to make the plan even better? No problem – RapidResponse combines human and machine intelligence so you can make the best demand plan possible.

### 2 Adjust plans to reflect real life

Make any needed changes to your plans – demand, inventory, capacity, production.

### 3 Watch the magic of concurrent planning happen

Blink and you'll miss it! Your entire supply chain automatically rebalances in seconds, alerting you to any exceptions that need your attention.



With RapidResponse, rebalancing your entire supply chain happens automatically in seconds—any time anyone makes a change. A demand planner drops in a new order? No problem. A supplier's going to be late with their delivery. You've got this. Fast, confident decision-making is at your fingertips.

## Gauge performance. No detective work required.

Customization is great, but some options should just come standard. Our demand planning application's out-of-the-box dashboards give you performance insights on day one. Standard measures include:

- **Consensus Demand Plan:** A comparison of each forecast stream in value (\$) against the demand plan and annual plan.
- **Forecast Accuracy Exceptions:** Summary of the number of forecast items where the measure is above the critical limit for the selected category of forecast.
- **Data Errors/Outliers:** Summary of the number of data errors or data outliers within the historical actuals that need to be cleansed through the sales data conditioning process.
- **Forecast Value Add:** An indication if each forecast stream is more or less accurate than the naïve forecast (the historical actuals of the previous period).
- **Forecast Accuracy:** Measure the accuracy of forecasts with any number of available methods (Volume Error, MAE/Mean, Bias (MPE), etc.).

## Cross-functional collaboration

Responsibility-based, context-driven and completely mobile, smart collaboration in RapidResponse automatically shows you who to work with, and delivers the details you need to make decisions right at your fingertips. While our Live Lens capabilities let anyone see a real-time view of supply chain health and key business and supply chain metrics.



### Demand planner

Maintains historical data, monitors demand sensing data, generates the statistical forecast and adjusts the consensus demand plan to create a realistic forecast based on all inputs.



### S&OP process owner

Ensures that decisions are made on time and the process is moving along.



### Finance

Sets financial targets, monitors performance and maintains the financial operating plan.



### Sales

Contributes to the demand forecast and ensures that the resulting consensus forecast represents their view.



### Marketing

Contributes to the demand forecast and ensures the resulting consensus forecast represents the most up-to-date forecast and event planning views.

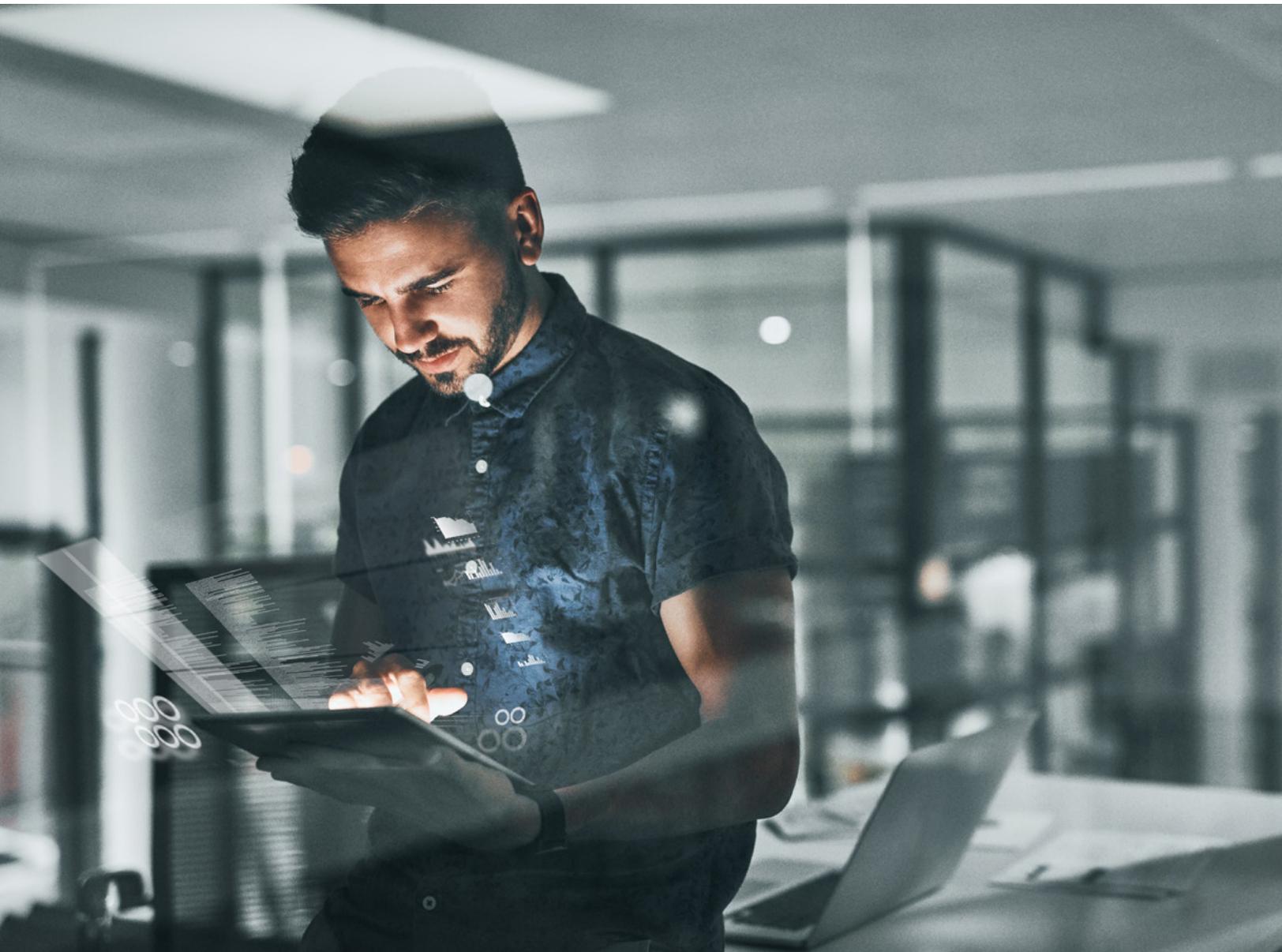
## **Not your grandfather's planning platform**

Take your integrated business planning and digital supply chain into the future with the only platform capable of powering true concurrent planning. Eliminate silos, banish disconnected processes, and say goodbye to outdated, static data with Kinaxis RapidResponse. With decades of in-depth supply chain expertise, our cloud-based platform and purpose-built planning apps use patented database, visualization and analytics technology you won't get anywhere else

Use RapidResponse to run one or more of our easily configured supply chain planning applications. Or build your own custom apps and algorithms right in the platform. Get the flexibility you want to create the digital supply chain you need.

## **What's next on your supply chain journey?**

Choose the path that's right for your organization. S&OP/IBP, demand, supply, inventory – start from anywhere and grow the way you want with optional industry-specific packages or enhanced planning add-ons. RapidResponse is easily scalable and delivers the capabilities you need to grow and succeed. We'll help you mature your planning processes wherever you happen to be in your supply chain journey.



# RapidResponse: One platform, endless possibilities

Concurrent planning foundations	Optional add-ons	
	Foundation options	Industry packages
<b>S&amp;OP</b>	<i>All S&amp;OP/IBP functionality included in S&amp;OP foundation</i>	<ul style="list-style-type: none"> <li>• Aerospace &amp; defense</li> <li>• Automotive</li> <li>• Consumer products</li> <li>• High-tech and electronics</li> <li>• Industrial</li> <li>• Life sciences</li> </ul>
<b>Demand</b>	<ul style="list-style-type: none"> <li>• Advanced statistical forecasting</li> <li>• Order fulfillment</li> </ul>	
<b>Supply</b>	<ul style="list-style-type: none"> <li>• Added algorithms</li> <li>• Production planning</li> <li>• Capacity planning (CRP)</li> </ul>	
<b>Inventory</b>	<ul style="list-style-type: none"> <li>• Inventory optimization</li> <li>• Distribution requirements planning (DRP)</li> </ul>	
<b>Control tower</b>	<ul style="list-style-type: none"> <li>• Supplier collaboration</li> <li>• The Self-Healing Supply Chain™</li> <li>• Real-time integration layer</li> </ul>	



## Revolutionize your planning with Kinaxis RapidResponse

Everyday volatility and uncertainty demand quick action. Kinaxis® delivers the agility to make fast, confident decisions across integrated business planning and the digital supply chain. People can plan better, live better and change the world. Trusted by innovative brands, we combine human intelligence with AI and concurrent planning to help companies plan for any future, monitor risks and opportunities and respond at the pace of change. Powered by an extensible, cloud-based platform, Kinaxis delivers industry-proven applications so everyone can know sooner, act faster and remove waste. Don't believe us? Ask us to prove it. Learn more at [Kinaxis.com](https://www.kinaxis.com).



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