



### Collaborative Demand Planning

# PREDICT the Future

#### ADEXA GIVES YOU NEW INSIGHT AND CONTROL:

- Cost of goods sold
- Days in inventory
- Days sales outstanding
- Fixed asset utilization
- Revenue growth
- Selling, general, and administrative
- Forecast, and lead time for finished goods
- Cycle time by channel
- Closing percent by channel
- Order to invoice lead time
- Fulfillment accuracy
- Order fill rate
- Promotion success by channel
- Inventory write-offs
- Manufacturing equipment utilization
- Plant utilization
- Warehousing utilization

#### THE CHALLENGES YOU FACE

If your company manufactures multiple product lines in multiple locations, chances are you've faced the daunting prospect of accurately and quickly creating demand forecasts. It's challenging for mature products -- and almost impossible for new products. When you factor in sales promotions, the complexity only increases. And the stakes in this challenge are exceedingly high. Incorrectly low forecasts mean shortages and lost sales. But if you forecast a high demand that doesn't materialize, you're stuck with excess inventory, idle lines, and damaging write-offs.

What your organization needs is a solution that ties in timely, accurate, and aggregated demand data from sales, marketing, and customers to create a rich and comprehensive view of all demand factors and forecasts. You need to give customers a role in formulating production plans. You need to improve demand analysis. And you need to improve communication as well.

#### THE ADEXA SOLUTION FOR COLLABORATIVE DEMAND PLANNING

Adexa offers a complete solution for Collaborative Demand Planning that produces an up-to-date view of demand and allocations, a consensus forecast using streams of forecast data from multiple sources and a built-in library of statistical forecasting algorithms. It also offers features for trickier forecasting such as:

- Promotions/events and new products. Adexa automatically determines the impact of promotions and events and enables you to reapply the impact when the event is expected to occur.
- Allocation of supply to demand based on proportional, priority, or other custom rules.
- Causal forecasting using extrinsic variables such as price to shape the forecast
- Lifecycle forecasting providing the ability to maintain a library of profiles that shape product forecasts throughout the product lifecycle

Once you've completed your demand plan, Adexa also enables you to analyze forecast errors and perform lag analysis. You can see which data providers are most accurate, optimistic, or pessimistic and assign greater weight to those submissions that are most accurate. Once the aggregate demand plan is complete, Adexa enables you to communicate with customers, sales, and other stakeholders regarding constrained and unconstrained demand and other demand-related issues.

Adexa's Collaborative Demand Planning solution provides sophisticated security for participants, their data, and system functions. Users can see and act on only the information and processes you allow. It's a 100-percent pure Web browser-based solution -- no plug-ins or add-on software -- which simplifies deployment, operation, and maintenance. Adexa also combines unsurpassed data and analysis flexibility with complete workflow, alerts, and messaging to keep you and your partners on track.

## THE ADEXA VALUE PROPOSITION

Most competing demand planning solutions are built on older technology and are merely "Web-enabled" with a simple HTML interface. That creates scalability and security problems and significant limitations in workflow, messaging, and reporting. By contrast, Adexa brings new speed, accuracy, and simplicity to demand planning, enabling you to increase revenue, organizational agility, and customer service.

- Improve reliability in product forecasts and demand plans -- even for new products
- Maintain the right inventory levels for seasonal peaks and valleys
- Accurately forecast revenue and corresponding resource requirements
- Simplify promotion planning and cost/benefit analysis
- Analyze profitability by channel, product, and geography
- Maximize spare parts usage and maintenance inventories
- Strengthen new/untested marketing campaigns

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### Adexa's Worldwide Locations

#### North America

Atlanta, GA  
 Los Angeles, CA  
 Norwalk, CT  
 Toronto, ON

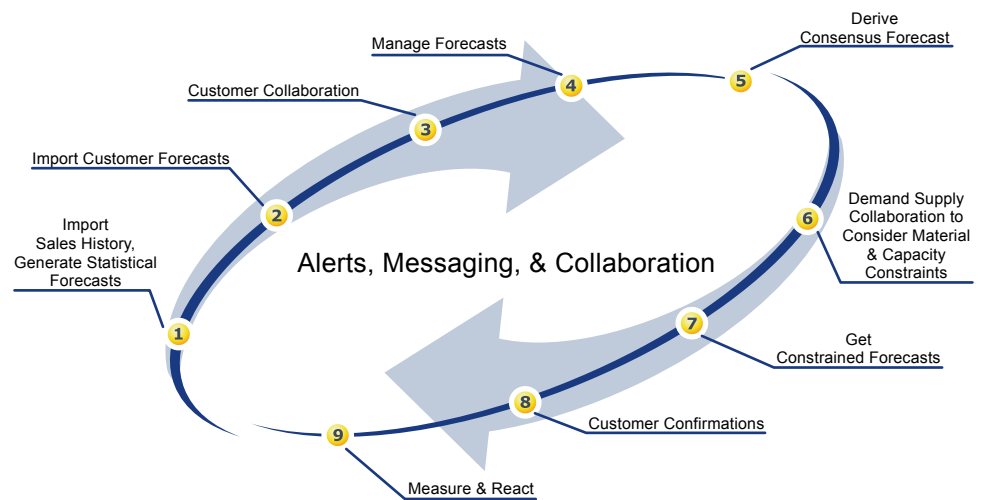
#### Europe

Germany  
 United Kingdom

#### Asia

Japan  
 South Korea  
 Singapore  
 Taiwan

**Figure 1. Collaborative Demand Planning**



Adexa delivers solutions that synchronize corporate planning with operations planning and execution on a local and enterprise level, to ensure all assets are utilized to achieve strategic objectives. This enables manufacturers to reduce the cost of goods sold, shorten lead-times for orders and reduce inventory costs with improved supply chain collaboration and management. Real Solutions...Measurable Results.

