

S&OP

Supply Chain Management

Capable to Promise

Respond To Order Change

New Product Introduction

Global Supply/Demand Balancing

Scorecarding

Clear to Build

Supply Chain Visibility

KINAXIS™

forecasting/Demand Planning

RESPOND TO FORECAST CHANGE

ENGINEERING CHANGE

CAPACITY CONSTRAINT

COST MANAGEMENT

LEAN MANUFACTURING

PRICE MANAGEMENT

COLLABORATION

MPS

Supply Allocation

LINE OF BALANCE

SALES AND OPERATIONS PLANNING

SUPPLY CHAIN SIMULATION



A Functional View into Supply Chain Response Management

Trevor Miles, Thought Leader

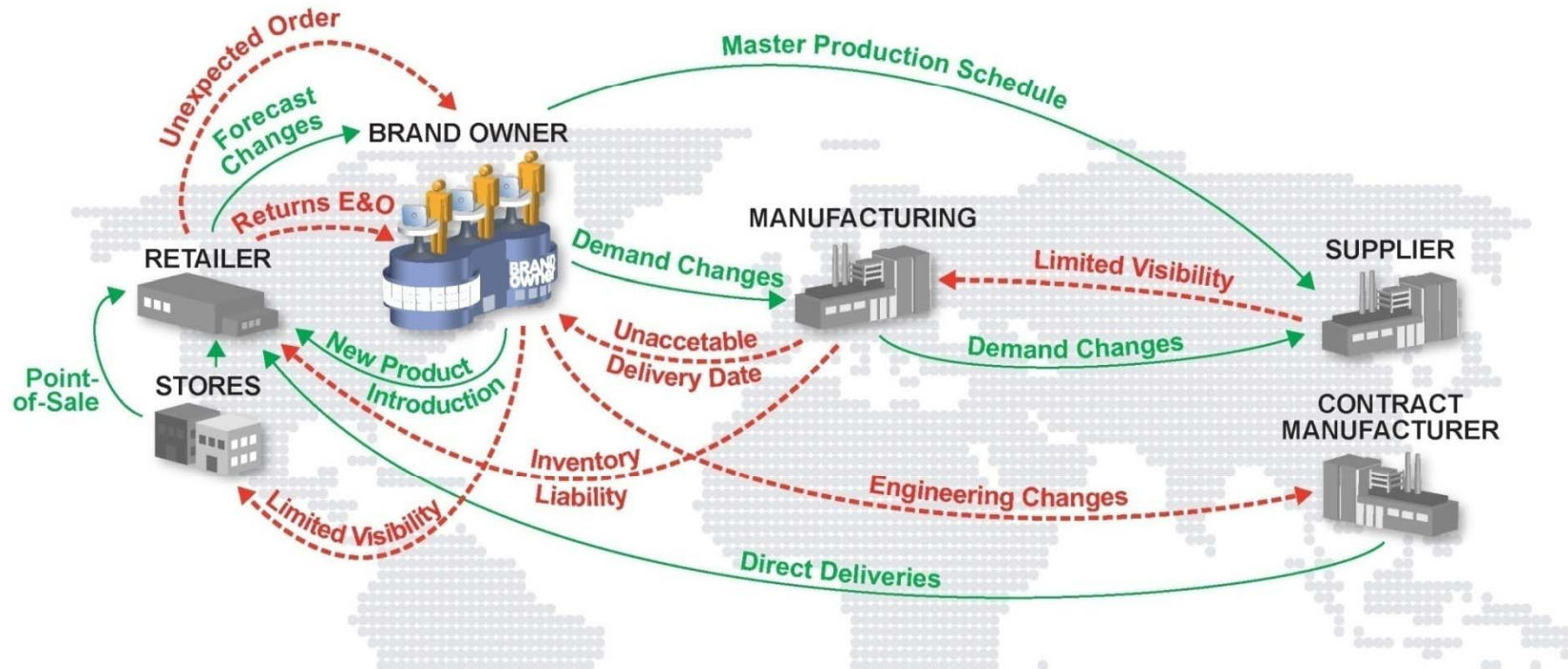
Bill Dubois, Business consultant



Introduction

Today's (& Tomorrow's) Dilemma

Profitable Response in a Demand-Driven Enterprise



A new era of surprise and compromise requires integrated demand-supply **planning, monitoring, and profitable response** capabilities

Companies **can't predict the future,**
...build organizations that will
survive and flourish under
...any possible future.

Source: McKinsey Quarterly, *Dynamic management: Better decisions in uncertain times*, December 2009

Market Dynamics

- Top CPG companies forecast performance

Forecasting Performance Benchmarking Study, Terra Technologies, March 2011

- MAPE for a one month lag was 31% + 12%.
 - Forecast Accuracy Range: 57% - 81%
- Eight years ago: 36% + 10% MAPE

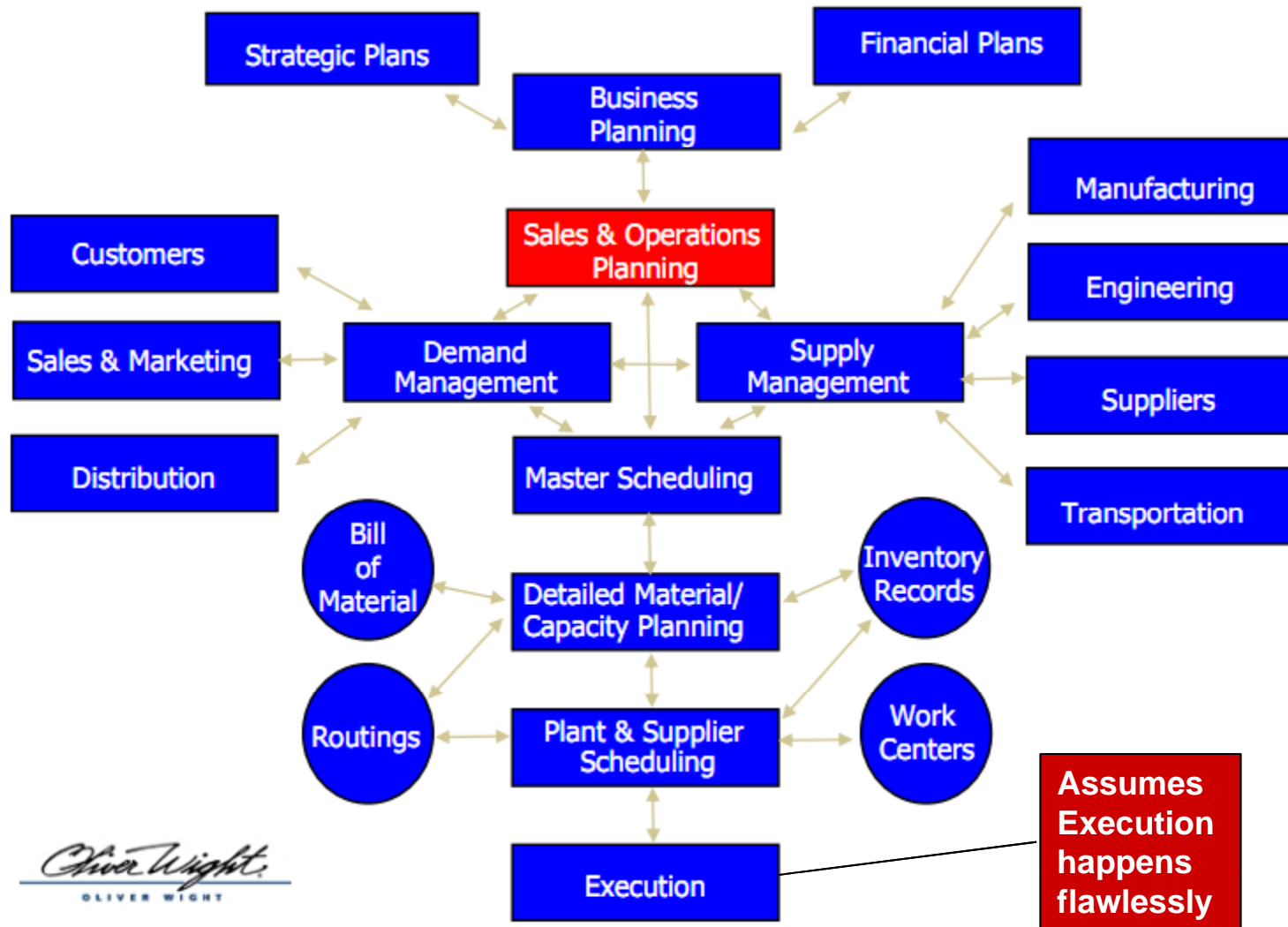
- High-Tech/Electronics – anecdotal

- Struggle to get better than 50% MAPE

- Where will breakthrough performance come from?

- Learning to **forecast and plan better?**
- Learning to **respond profitably to plan variance?**

Traditional Planning Process Segmentation



Oliver Wight
OLIVER WIGHT

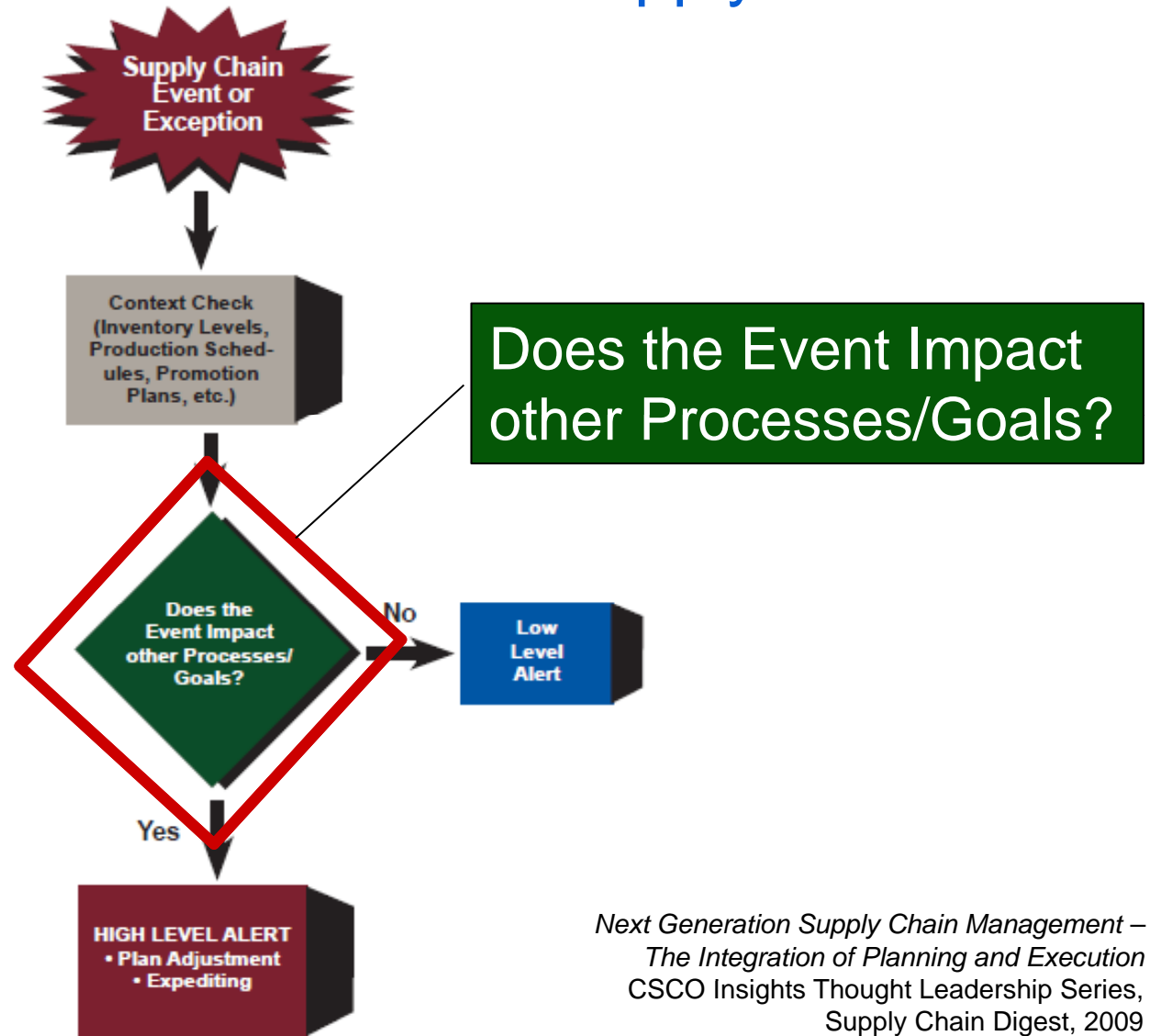
kinaxisTM

The Merging of Planning and Execution

- In many areas, **planning and execution should be blurring**, but whether they are or not in most companies is still a question
- Need organizations to **become flatter**, and operate in more of a **true team environment**
- A flatter organization has **more people taking action** rather than building plans or giving orders
- As a result, operational planning and even some tactical **planning processes start to merge with actual execution**

Next Generation Supply Chain Management – The Integration of Planning and Execution
CSCO Insights Thought Leadership Series, Supply Chain Digest, 2009

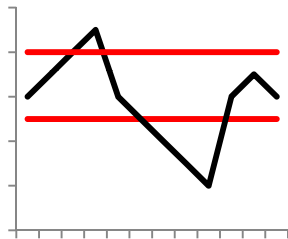
Intelligent Event Management Systems are an Important Component of the Real-Time Supply Chain



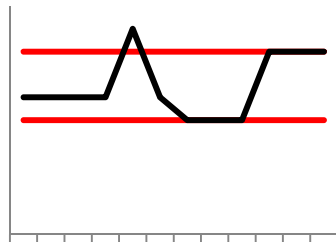
*Next Generation Supply Chain Management –
The Integration of Planning and Execution*
CSCO Insights Thought Leadership Series,
Supply Chain Digest, 2009

SCM is a “team” sport

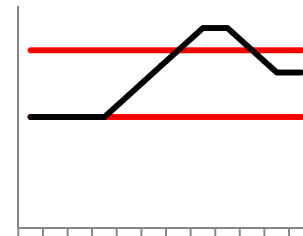
- Visibility is necessary but insufficient requirement
- Event severity determined by impact on others



Supplier



CM

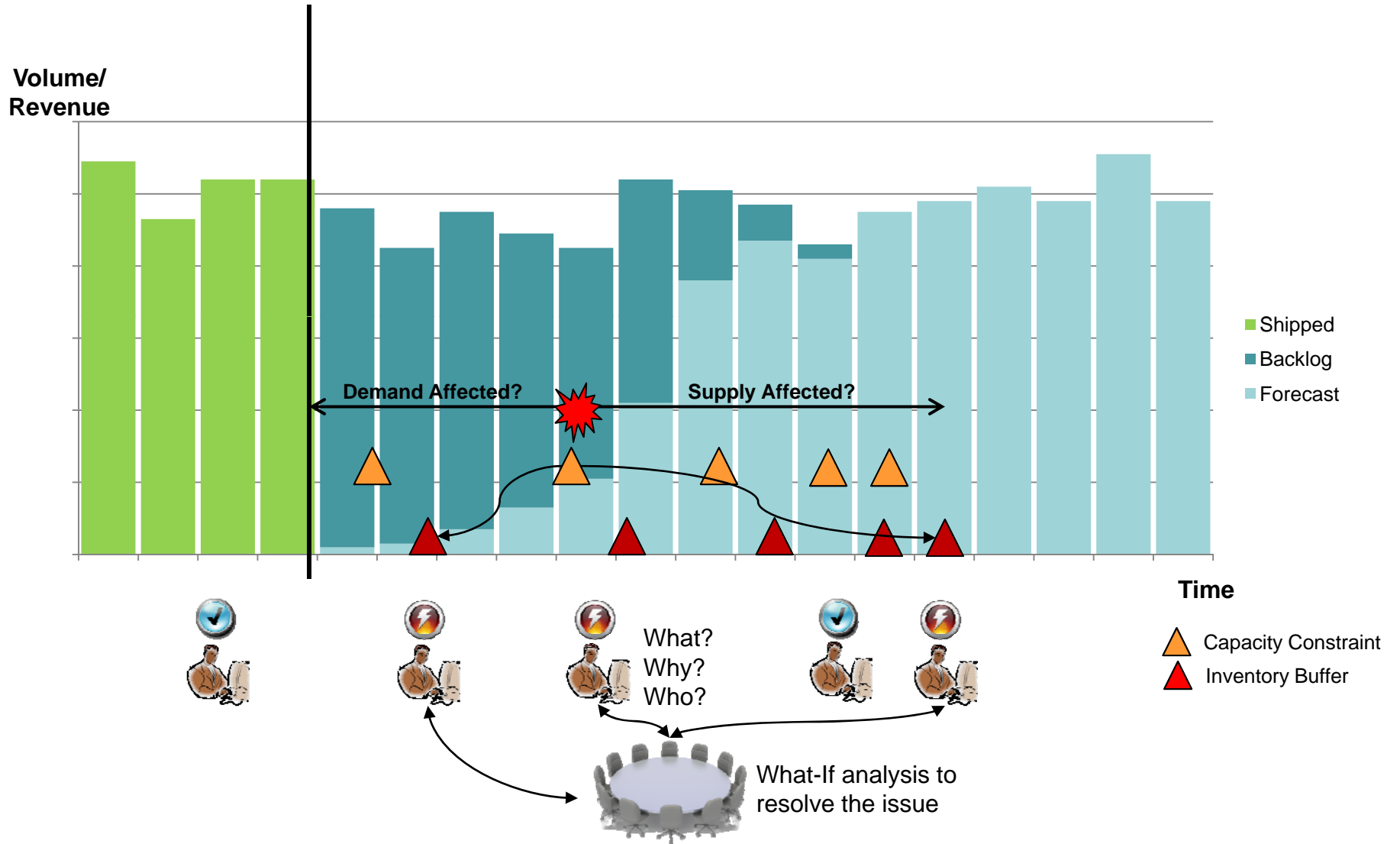


Customer

- Are these events significant?
- Are these events related?
- How can you tell?
- If they are, who can help?

Response Management

Dynamic Supply Chain Alignment



The logo for Kinaxis, featuring the word "Kinaxis" in a red, italicized sans-serif font with a grey swoosh element above the "x".

Kinaxis™

The word "Demonstration" in a white, bold, sans-serif font, centered on a blue gradient background with circular patterns.

Demonstration

The logo for Kinaxis, featuring the word "Kinaxis" in a red, italicized sans-serif font with a grey swoosh element above the "x".

Kinaxis™

The text "Q&A" in a white, bold, sans-serif font, centered within a blue gradient bar that has a wavy, liquid-like texture and is overlaid with several faint, overlapping circles.

Q&A





Thank you!

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