

# ORACLE DEMANTRA DEMAND MANAGEMENT

## KEY FEATURES

- Multi-dimensional data modeling with flexible data hierarchies for up-to-date demand visibility and one-number planning
- Ability to plan for Configure to Order (CTO) products with multiple optional or mandatory sub-components, tracking interaction between items and components
- Flexible time buckets, units, and currencies to address operational and financial planning needs
- Web-based, real-time internal and external collaboration with role-based security
- Dashboards, automated exception management, and workflow to quickly respond to changing market conditions
- Hybrid OLAP data architecture and distributed processing to manage massive volumes of data
- Proprietary Bayesian forecasting to handle multiple, simultaneous causal factors
- Easy-to-use and highly configurable
- Open standards based connectivity to external or legacy systems
- Rapid implementation for faster time to benefit and greater return on investment
- Integrated with other Oracle Value Chain Planning products to enable best-in-class planning processes
- Deploy stand-alone or leverage out-of-the-box integration with Oracle E-Business Suite and Oracle JD Edwards

*Is your company trying to be more demand driven? Do you need to increase your forecast accuracy or quickly converge on a consensus forecast to drive your supply chain planning processes? Do you need to improve your management of product lifecycles, promotions, and other events? Oracle® Demantra Demand Management enables you to sense demand real time, improve forecast accuracy, and shape demand for profitability. The result is a demand-driven organization with higher service levels and sales, more satisfied customers, and lower inventory and distribution costs.*

### Sense, shape and respond to demand

The Oracle Demantra Demand Management solution enables you better sense, shape and respond to demand with a single, precise forecast. A consensus plan built from a more accurate forecast aligns all your organizations and users, enabling you to be more demand-driven. Built-in analytics and adaptable business process automation capabilities enable a wide range of day-to-day decision making with real-time demand intelligence.



Figure 1: Demantra Demand Management - Flexible, multi-view spreadsheet interface

**Quickly respond to market changes through real-time demand sensing**

Rapid response to changing market demand starts with getting demand signals at a very granular level close to the point of consumption, and automating the evaluation of those signals to raise alerts only for issues that need attention. Designed to enable demand-driven planning, Oracle Demantra Demand Management enables you to sense demand from multiple data sources including shipment and order history, distribution center withdrawals, customer collaboration, point-of-sales, and marketing data. By maintaining data at a very granular level, Demantra Demand Management provides accurate demand visibility and generates more accurate forward-looking forecasts using the unique characteristics of the specific demand stream.

**Integrated with Oracle Demand Signal Repository to leverage POS data**

Demantra Demand Management can receive point of sale data directly from Oracle Demand Signal Repository, enabling a real-time demand sensing paradigm that captures demand signals closer to the point of consumption.

**Collaborate with your key customers**

Demantra Demand Management enables easy and effective collaboration with your customers enabling you to improve your prediction of demand. Customers can be provided secure access to only their data for more efficient collaboration.

**Comprehensive exception management and audit trail**

Demantra Demand Management also enables a high degree of automation of the evaluation of demand data with tools like alerts, flexible worksheets, color coding to highlight areas of interest, all enabling a management by exception driven process to enable you to efficiently and effectively monitor and respond to customer demand. Configurable business rules enable users to spot trends, identify forecast variances, and respond to other demand stream changes easily and efficiently. All adjustments are kept in a comprehensive audit trail as well as on-line notes to document assumptions and decisions made during the demand management process complete with digital signatures for accountability.

**Configure for your business processes**

Demantra Demand Management is built on a flexible, multidimensional data architecture that gives users slice and dice analytic capabilities along any dimension at level of granularity. All departments can organize the data in hierarchies, currencies and units of measure so that each has their own view of up-to-date plans, while sharing the same granular base data. Demantra Demand Management serves as the central system for automating all of your demand-driven business processes by providing personalized dashboards with tasks, alerts, and KPIs; configurable spreadsheet-like user-specific worksheets with tables and graphs; and fully configurable, role-based workflows to automate collaboration and the resolution and escalation of problems.

### **Easily extend to other regions and lines of business for global deployment**

Demantra Demand Management enables you to bring in, and distinctively maintain, demand data from multiple ERP source and legacy systems. Different regional or business line users individually or as a group can selectively access the data specific to their region, business line, or responsibility. The users do not require to be connected to the Internet continuously and can work off-line as needed.

### **Quickly analyze demand to find demand shaping opportunities**

Demantra Demand Management analyzes demand data at very granular (sales channel and demand class) levels to understand channel dynamics and demand signals by particular grouping or class of customers (for example, industrial versus medicinal), type of demand (for example, contract versus spot demand), or different sources of demand (for example, retail versus wholesale). Demantra Demand Management also provides the ability to prioritize forecasts by any of these levels as well as by customer, product, location and time. Such detailed understanding of origin and relative contribution of various demands enables various demand shaping activities – programs and events designed to stimulate sales and grow market share for individual products or groups of products.

Oracle Demantra Advanced Forecasting and Demand Modeling, an option to Oracle Demantra Demand Management, can extend the demand shaping functionality to promotions planning and enhanced causal factors and attribute-based analysis.

### **Accurately forecast and manage new product introductions**

You can quickly add new products and forecast their demand based on the sales history and characteristics of 'like' products. New products can be introduced in selective channels and locations first and then expanded globally in phased manner. You can manage the introduction lifecycle of new products, as well as the end of life and associated cannibalization of superceded products. Oracle Demantra Advanced Forecasting and Demand Modeling can extend the functionality to statistically model the forecast shape of new product introductions.

### **Improve forecast accuracy**

The patented Bayesian analytical forecast engine offers the most accurate forecasts possible. Automated algorithms consider nine industry-standard and proprietary forecasting models, mixed in an infinite number of combinations to handle a wide range of product life cycles and demand patterns including intermittent demand. The forecast engine automatically combines different forecast models in the same time series. This produces a forecast that accommodates seasonality, promotions, trends, and other causal factors. Self-learning and self-adapting algorithms combine the different models to maximize predictive accuracy (rather than historic fit) and to respond to changing market conditions. Multiple, simultaneous causal factors are taken into account, as are external factors such as weather or macroeconomic

factors. Causal correlations and other analytic parameters are automatically maintained at appropriate hierarchical levels where statistically relevant and adequate data points are available. Oracle Demantra Demand Management hides statistical complexity from demand planners (“PhD in a box”) and managers, yet can be extensively modeled by statisticians as required for your business.

### **Integrated performance management**

Demand Management calculates a wide variety of key performance indicators (KPIs) that highlight the true effectiveness and efficiency of your planning process and its results. These KPIs include statistical measures of forecast accuracy such as mean absolute deviation (MAD), mean and absolute percentage error (MAPE), and weighted MAPE. Tracking signals and measures of forecast bias are also calculated and combined with extensive reports and exception alerts to show you areas for improvement and to let you track the benefits of continuous improvement programs.

### **Realize additional business value through out-of-the-box integration**

Oracle Demantra Demand Management is part of Oracle’s Value Chain Planning solution and provides synergy when used with other products. For example, Oracle Demantra Demand Management provides both a consensus demand forecast and a measure of forecast error to Oracle Inventory Optimization for calculation of inventory postponement strategies. It also provides demand forecast to drive your supply planning in Oracle Advanced Supply Chain Planning and to also drive your supply network design and risk management in Oracle Strategic Network Optimization. It can also provide forecast for specific customer service level agreements to Oracle Service Parts Planning. Oracle Demantra Demand Management is integrated to Oracle E-Business Suite and Oracle JD Edwards, yet can also be deployed stand-alone.

### **Enable key executives to analyze strategic planning information**

Oracle Demantra Demand Management is also fully integrated with Oracle® Advanced Planning Command Center to provide key supply chain decisions makers the capability to analyze output from your demand management decisions, together with data from other Value Chain Planning products, for example in their sales and operations planning “executive review” dashboard. Oracle Advanced Planning Command Center enables you to compare key performance metrics for your business strategies and alternatives as represented in your strategic and tactical plans.

## KEY BENEFITS

### KEY BENEFITS:

- Sense demand real-time
- Improve forecast accuracy
- Shape demand for profitability
- Evolve to real-time sales and operations planning
- Incremental deployment – get benefits quickly without the loss of integration

### RELATED PRODUCTS:

- Use demand scenarios and demand variability (MAPE, MAD) for Oracle® Inventory Optimization
- Use demand scenarios as input to Oracle® Strategic Network Optimization and Oracle® Advanced Supply Chain Planning
- Increase forecast accuracy and improve causal analysis and shape modeling by leveraging Oracle® Demantra Advanced Forecasting and Modeling option
- Evolve to real-time sales and operations planning using Oracle® Demantra Real-Time Sales and Operations Planning
- Leverage Oracle® Demantra Predictive Trade Planning and Trade Promotion Optimization for integrated account planning and promotion optimization
- Integrate with Oracle® Service Parts Planning to forecast customer specific service level agreements
- Receive point-of-sale driven forecast from Oracle® Demand Signal Repository
- Combine DM output with output from other Oracle Value Chain Planning applications to analyze business scenarios in Oracle® Advanced Planning Command Center

## Oracle Value Chain Planning — A Complete Solution

Oracle's Value Chain Planning solution enables companies to efficiently design, plan, and service their value chains from 'store to shelf'. Its componentized architecture enables you to start with any product and expand to other areas at any point in time. For example, you can decide to start with improvements to your demand management process because you have a forecast accuracy problem, and then implement constrained supply planning or a sales and operations planning process. The Oracle Value Chain Planning architecture leverages the scalability and security of Oracle's RDBMS and Fusion Middleware technology and can be deployed as a single instance with Oracle E-Business Suite, or integrated with other Oracle and non-Oracle systems. Whether you implement one module or the entire product solution, Oracle's Value Chain Planning solution enables you to share unified supply chain planning information across the enterprise so you can make smarter decisions faster, with better information.

## Contact Us

For more information about the Oracle Demantra Demand Management, please visit [www.oracle.com](http://www.oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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