

Consumer Driven Planning

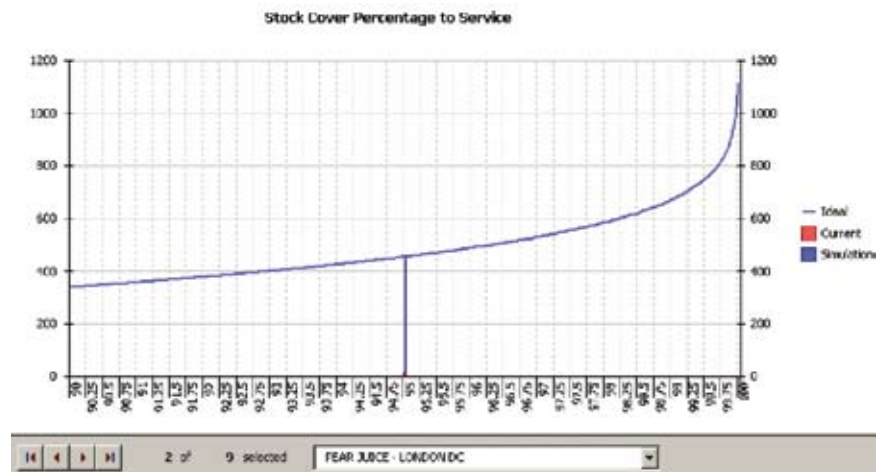
BENEFITS:

- **Manage with insight.** Trace expected to actual sales and forecast future sales while taking into account seasonal and promotional effects up to the daily level. Use simulations, demand models, and error analysis to determine optimal stock levels for better profit and operations margins.
- **Increase business efficiency.** Collaborate across business functions to consolidate sales information, establish a feasible sales budget, align sales and marketing strategies, and standardize operational processes.
- **Help ensure business agility.** Use detailed demand information to accurately anticipate, plan for, and respond to orders. Full integration of real-time sales and operational information across the organization reduces errors in forecasting and helps ensure timely response to demand.
- **Drive sales.** Control and direct market demand and meet margin objectives through effective promotions. Increase capacity to evaluate product turnover in response to campaigns and align production and inventory accordingly.
- **Maximize service levels.** Increase order fill rates, reduce risk of stockout or inventory excess, and enhance overall responsiveness to customers with greater visibility into and control over the supply chain.

Consumer Driven Planning for Microsoft Dynamics AX

Get insight into demand trends, align your internal processes and policies around accurate demand forecasts, and shape customer demand with effective promotions and campaigns. Become a demand-driven enterprise with powerful planning and optimization software fully integrated into your business management solution.

The ability to identify market trends is essential to good demand planning and a prerequisite to excellent performance in the manufacturing and retail industries. Consumer Driven Planning for Microsoft Dynamics™ AX provides the insight you need to develop a detailed sales budget right down to the product and account level, create reliable sales forecasts, and plan for every shift in channel requirements. Increase sell-outs with strategic promotional campaigns, and reduce lost sales by optimizing inventory levels along the entire distribution chain and replenishing stocks in a timely manner.



Optimizing the tradeoff between service level and inventory costs

Consumer Driven Planning for Microsoft Dynamics AX is built on the Microsoft platform and works smoothly with your Microsoft Dynamics AX solution. Robust integration with Microsoft® Office programs enables you to analyze and share data easily across the value chain and helps you make smart business decisions. By coordinating demand planning with supply chain management processes, you can improve asset utilization, reduce stock levels and inventory costs, and achieve new levels of customer satisfaction.

FEATURES:

Hierarchical, configurable market modeling	Generate dynamic demand plans using hierarchical, multidimensional demand data structures. Define the products, markets, and time periods for your business, and then create detailed hierarchies for each dimension so you can model demand curves, create simulation scenarios, and forecast demand quantities at any aggregation level.
Sales budgeting	Work collaboratively across functions to establish sales objectives and analyze performance through top-down, bottom-up, and middle-out data models. Identify quantitative or qualitative targets for future sales, and define sales budgets at varying levels of detail, including region, channel, account, product line, or industry.
Sales forecasting	Trace expected to actual sales and use sophisticated, industry-specific algorithms to forecast future demand. Evaluate the impact of different forecasting strategies using simulation tools, and measure the error and accuracy of your forecast periodically.
Promotion planning	Identify the best promotional events for multiple products across multiple channels by analyzing demand patterns. Coordinate promotional activities bi-directionally across the supply chain. Measure quantitatively the expected and actual effect of promotions on sales. Catalog promotional initiatives and their effects.
Assortment and category planning	Allocate the right mix of products to the distribution network and carry out intelligent allocations of SKUs to channels and stores. Define assortments according to seasonal targets, taking into account sales, margins, stock rotation, and constraints such as display space and allocation rules. Control “in-season” SKUs by detecting bestsellers, low sellers, and overall demand changes.
Inventory planning and stock optimization	Analyze lead times, costs, service levels, and demand for inventory to help ensure optimum product allocation across the supply chain. Reduce overall inventories while matching customer service levels and minimizing the risk of stockout.
Replenishment planning/sales and operations planning	Define replenishment plans for distribution centers while taking into account demand and logistics rules and the impact of different inventory policies on service levels.
Analytics	Keep business process indicators such as scorecards and key performance indicators under control. Empower specialized analyses. Enable personalized reporting.

For more information about Consumer Driven Planning for Microsoft Dynamics AX, visit www.microsoft.com/dynamics/ax/product/industrysolutions.msp.