

Advanced Demand Management

Advanced Demand Management for Microsoft Dynamics AX

BENEFITS

- **Manage with insight.** Trace expected sales 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 to improve 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, and respond to orders. Full integration of real-time sales and operational data across the organization reduces forecasting errors and helps ensure a 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 stock-outs or inventory excess, and enhance overall responsiveness to customers with visibility into and control over the supply chain.

Get insight into demand trends, align your internal processes and policies around accurate demand forecasts, and shape customer demand with effective promotions and campaigns. Advanced Demand Management for Microsoft Dynamics® AX helps consumer product distribution, manufacturing, and retail companies drive demand management to meet business goals and improve customer satisfaction. Become a demand-driven enterprise with powerful planning and optimization software fully integrated into your business management solution.



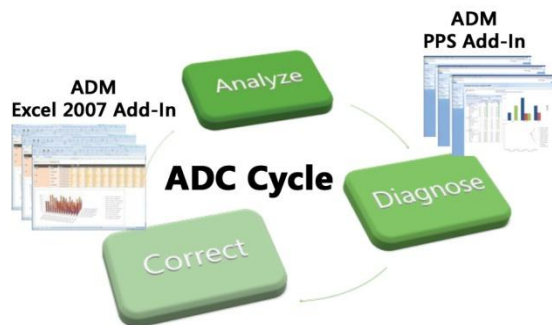
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The ability to identify market trends is essential to good demand planning and a prerequisite to excellent performance in the manufacturing and retail industries. Advanced Demand Management for Microsoft Dynamics AX delivers the insight you need to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

Based on Microsoft® Office PerformancePoint™ Server as a business platform, Advanced Demand Management for Microsoft Dynamics AX combines the convenience of out-of-the-box technology with industry best practices. With Microsoft Office Excel® as the user interface, the solution minimizes training time by extending the existing platform of everyday users.

FEATURES

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| Configurable market modeling | <ul style="list-style-type: none">• Generate dynamic demand plans using multidimensional, attribute-based demand data structures of PerformancePoint Server.• Define the products, markets, and time periods for your business, and then use any number of attributes for each dimension to model demand curves, create simulation scenarios, and forecast demand quantities at any aggregation level. |
| Sales budgeting | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• Trace expected sales to actual sales and use sophisticated, industry-specific algorithms to forecast future demand.• Evaluate the affect of different forecasting strategies using simulation tools, and periodically measure the error and accuracy of forecasting. |
| Collaborative planning | <ul style="list-style-type: none">• Involve all relevant people to shape demand planning—from the sales department to marketing and throughout the supply chain—with the ability to distinguish and measure all contributions; the included workflow system helps to ensure planning consistency. |
| Assortment and category planning | <ul style="list-style-type: none">• 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 and stock optimization | <ul style="list-style-type: none">• 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 stock outs. |
| Replenishment planning/sales and operations planning | <ul style="list-style-type: none">• Define replenishment plans for distribution centers while taking into account demand and logistics rules and the affect of different inventory policies on service levels. |
| Value chain intelligence | <ul style="list-style-type: none">• Support organizations at any stage by using the embedded business intelligence capabilities to realize their value chain strategies.• Take a proactive approach to demand and use cross-functional metrics for analysis and scenario planning with the Analyze-Diagnose-Correct (ADC) Cycle: analyze and measure results (answers the “What?”); diagnose by analyzing performance (answers the “Why?”); and make corrections as needed (answers the “How?”). |



For more information about Advanced Demand Management for Microsoft Dynamics AX, visit www.microsoft.com/dynamics/ax/product/industrysolutions.msp.