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Advanced Planning Solutions

Oracle Demantra Demand Planning and Trade Promotions Management

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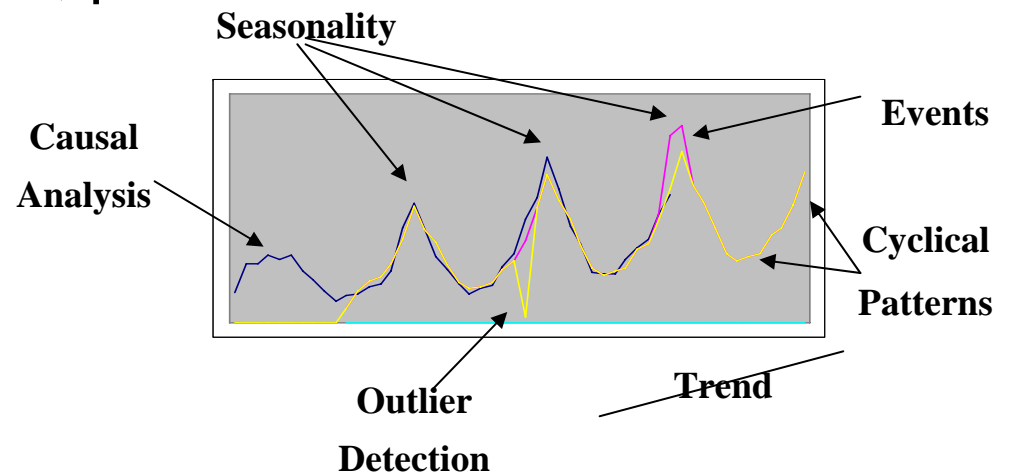
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Agenda

- What is Demantra
- Demo How Demantra Provides
 - Demand Management
 - Real-time Sales and Operations Planning
 - Predictive Trade Planning
- Customer Success
- Solution Factory Overview
- Q&A

Demand Management

- Forecasting averages the results of several mathematical models resulting in lowest error possible
- Most Sophisticated Planning Statistics - “out of the box”
- Causal factors complement sale history and intelligence
- Time Phased Safety Stock calculations use desired service levels and replenishment cycles to determine dynamic safety stock target
- Manage at any level of time, product and location aggregation (scalability!)



Demand Management

- New Product Introduction
- Shape Modeling
 - Use comparable products demand shapes as input
 - Generate composite new shape and align to actual demand
- Attribute Based Forecasting
 - Analyze demand for a group of combined attributes
 - Uses business rules for product level modeling
- Assumption Planning
 - Supports qualitative forecasting
 - Current and past assumptions are modeled

Demonstration

Sales and Operations Planning

- Capture all your demand in one place
- Collaborative Planning Environment Driven by Exception Management and Workflow
- Ability to Monitor S&OP Variability
- Synchronize your operational plans across org and with real-time data
- Identify key constraints, risks, and opportunities
- Measure performance and drive accountability

Enterprise Planning Platform – RT S&OP



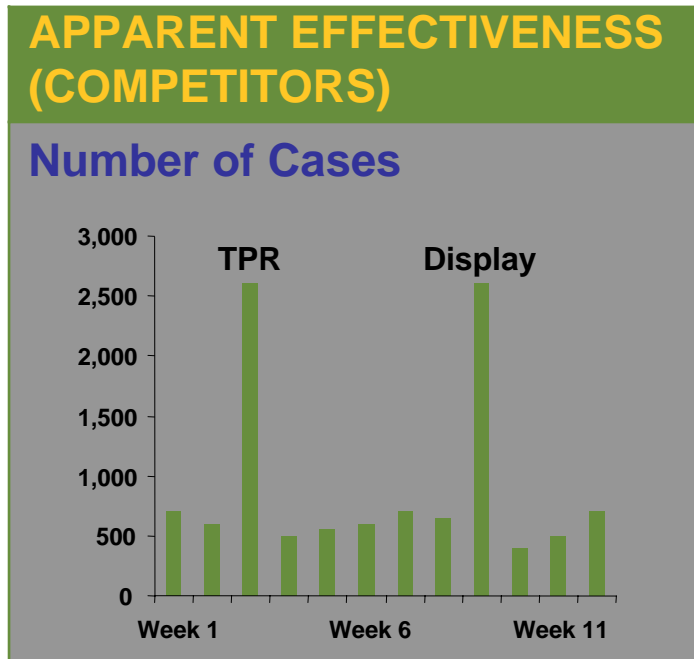
Demonstration

Trade Promotions Management and Optimization

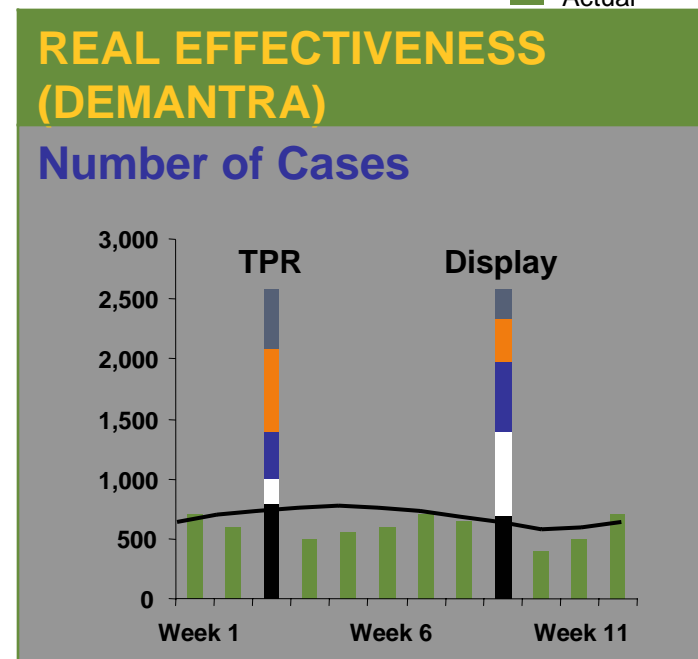
- Industry leading Trade Promotion Statistics
- Calculate the true “Net Lift” of a promotion by identifying cannibalization, stock piling, halo effect and competitive switching
- Predict the impact of future promotions
- Optimize promotions based on a combination of goals
- Track all details of a promotion on a single screen
- Integrated Settlement Management process
- Collaborative solution across all functional areas syncing SCM with Sales

Optimizing Promotion Effectiveness

- Cannibalization
- Stockpiling
- Competitive Switching
- Category Growth
- Baseline
- Actual



	TPR	Display
Product Margin	\$450,000	\$450,000
Promotion Cost	\$250,000	\$250,000
Net Profit	\$200,000	\$200,000
Promotion ROI	80%	80%



	TPR	Display
Product Margin	\$150,000	\$300,000
Promotion Cost	\$250,000	\$250,000
Net Profit	- 100,000	\$50,000
Promotion ROI	- 40%	20%

Demonstration

Benefits Derived from the Solution

- Produces a more accurate forecast, resulting in higher customer service with lower inventories, leading to increased revenues with reduced costs
- A more accurate forecast also results in smoother planning of the supply chain and execution of the plan, lowering costs
- Using Trade Promotion Management improves the efficiency and effectiveness of trade dollars

Where Does the ROI Come From?

- Improvement in forecast accuracy results in
 - Ability to carry less inventory through the channels
 - Lower safety stocks with improved/same customer service levels
 - One-number plan for enterprise collaboration
- Reduction in lost revenue from out-of-stocks
 - Improved demand visibility ensures the right product is in the right DC to fulfill more customer orders on-time
 - Increased Revenue based on hidden demand calculations
- Better visibility for decision making
 - Provides continuous visibility of current sales against annual budget
 - Intelligent exception processing zeros in specific trouble spots

Increase ***Profitable Revenue Growth***

Customers

We predict the impact of today's business decisions on tomorrow's business performance:

- Demand Planning
- RT S&OP
- Retail Monitoring
- Promotion Planning
- VMI & CPFR
- Inventory Optimization
- Deduction Settlement
- Trade Promotion Management



Pernod Ricard



Solution Factory Overview

<http://launch.oracle.com>

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Q&A