

## Demand Planner

[ BENEFITS ]

**Create forecasts that map to your business requirements**

Generate reliable future demand forecasts based on your company's historical data with a library of selected forecasting algorithms that are applicable in many business contexts, such as stable or seasonal demand or increasing or decreasing sales trends.

**Improve response to customer demand**

Gain deep, multi-dimensional visibility into customer buying patterns by mapping your business data to the most relevant elements that drive forecasting — product, time, and markets.

**Improve your forecasting accuracy**

Run your forecasting processes more frequently by reducing planning cycles. Native integration between Demand Planner and Microsoft Dynamics™ GP enables information to flow freely between your systems, helping ensure that information is accurate and current across your organization.

**Collaborate to build credible, realistic forecasts**

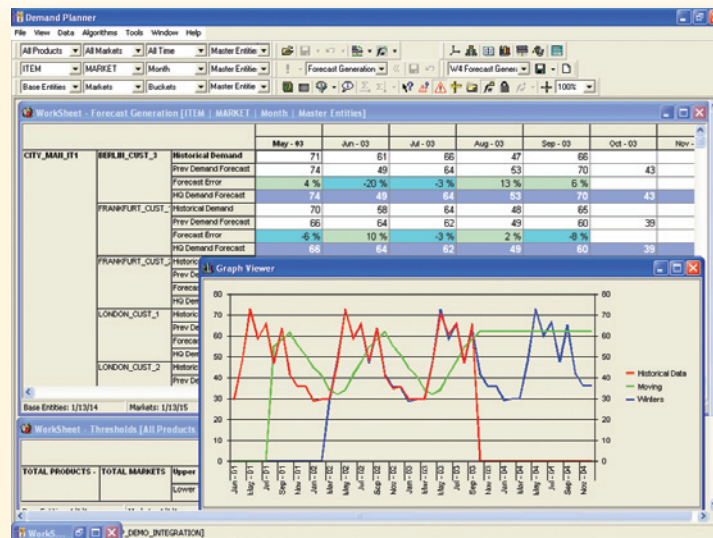
Equip stakeholders to make valuable contributions with collaboration features for sharing forecasts, synchronizing modifications, and controlling process workflow to consolidate agreed plans.

**Get started fast**

Help ensure immediate productivity with intuitive, familiar tools. Demand Planner offers an easy-to-learn user interface that looks and feels like Microsoft Office Excel®.

**Balance supply and demand effectively** and gain the competitive advantage with a well-defined process for demand planning and accurate forecasting.

**DEMAND PLANNER** combines planning and forecasting functionality with an intuitive, easy-to-learn user interface.



The screenshot shows a Microsoft Excel spreadsheet with a table of demand forecasts. The columns represent months from April 2003 to January 2004. The rows list various items and their corresponding demand forecasts.

Item	Apr - 03	May - 03	Jun - 03	Jul - 03	Aug - 03	Sep - 03	Oct - 03	Nov - 03	Dec - 03	Jan - 04
PARIS_CUST_1	28	34	31	33	25	35	21	15	19	1
CITY_MAN_IT1	65	56	54	64	38	66	42	33	38	2
CITY_WOMAN_IT1	43	64	58	58	55	61	35	40	38	2
CITY_WOMAN_IT2	31	44	28	44	26	36	24	22	20	1
CITY_CHILD_IT1	26	50	35	32	28	38	23	20	20	1

**SHARE FORECASTS, MANAGE CONSENSUS,** and consolidate agreed-upon plans with the Excel Collaboration Plug-in.

[ FEATURES OVERVIEW ]

<b>Multi-Dimensional Hierarchical Model</b>	Analyze data at every level — aggregated or fully detailed — with user-defined hierarchies arranged on relevant demand axes — products, time, and markets.
<b>Indicators</b>	Collect data in “basic indicators” — such as historical data at a given detail level — and define aggregation modes for each indicator.
<b>Top-down Splitting</b>	Split down values that have been changed in an upper level, proportional to previous values or related to the values of another indicator.
<b>Formula Editing</b>	Create new indicators with formulas defined through simple editing by applying a set of mathematical, logic, or special operators.
<b>Interactive Simulation Scenarios</b>	Evaluate the effects of business scenarios that cannot be forecast with an algorithmic approach — such as the launch of a new product — by changing forecast quantities and comparing hypotheses.
<b>Statistical Algorithms</b>	Derive future demand forecasts from past business data with a library of forecasting algorithms.
<b>Seasonality Index</b>	Automatically compute the influence of seasonality on data.
<b>Forecasting Error Calculation</b>	Automatic calculation of statistical errors makes it easy to apply statistical algorithms and generate accurate forecasts.
<b>“Best Fit” Functionality</b>	Automatically search the most-indicated statistical algorithm and related parameters to match a given historical series.
<b>Defined Warnings</b>	Focus on critical issues in the forecasting process with user-defined warnings.
<b>Graphical Reports</b>	Choose from multiple formats to present forecast data as a graph.
<b>Collaboration Features</b>	Planners can send forecast plans to stakeholders who control workflow, and consolidate input into an agreed forecast.
<b>Collaboration Plug-in</b>	Implement a consensus forecasting workflow with a plug-in for Microsoft Office Excel that helps manage collaboration processes.
<b>Data Import/Export</b>	Import and export Demand Planner data to and from Microsoft Excel and third-party applications.
<b>Tight Integration</b>	Native integration with Microsoft Dynamics GP means information can flow back and forth between Demand Planner and your enterprise resource planning (ERP) system.