



SUPPLY CHAIN PLANNING FOR MANUFACTURING

As a manufacturer, your demand forecast drives it all. If your forecast is off, your entire supply chain bleeds money. Product and service demands are increasingly hard to predict, and buyers wield unprecedented knowledge and control through digital media and other mechanisms. Add to that seasonality, halo, and cannibalization effects and you've got a real challenge. Manufacturers must become more nimble and customer-centric.

The Challenge

Manufacturers struggle to balance supply with demand. They sacrifice working capital, customer satisfaction, and profit to mitigate inventory errors that result from bad forecasts. Other challenges include:

- New product introductions (hard-to-predict adoption)
- Lengthy lead times for raw materials
- Difficulty integrating time-series
- Forecasting with workforce knowledge
- Disparate and unintegrated data
- Spreadsheet limitations

CCH® Tagetik for Manufacturing

The days of building spreadsheet models are over. No more “my version” versus “your version” of the forecast, labor hours dedicated to formatting documents, manual and painstaking what-if analyses, and siloed Marketing, Procurement, Demand Planning, and Finance activities.

With CCH® Tagetik Supply Chain Planning for Manufacturing, organizations gain a consolidated view of demand and supply across facilities, product families, and lines of business. This vantage point takes into account promotions, advertising, new product introductions, seasonality, competitor actions, and all of the other drivers that shape both short- and long-term forecasts. With CCH® Tagetik, all teams in the organization see and contribute to forecasts and plans on a single, unified platform. They model scenarios, review projections, discuss what-ifs, and align goals with expectations.

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The returns are dramatic: increased revenues, profitability, and customer satisfaction, all while reducing safety stock and other inventory-related expenses. Leverage the following features:

ADVANCED-ANALYTIC FORECASTING ALGORITHMS

Identify patterns, seasonality, anomalies, correlations, and more.

COGNITIVE METHOD-SELECTION TECHNOLOGY

Automatically chooses optimal forecast methods and parameters, increasing accuracy and allowing business users to spend more time on results.

ADJUSTMENTS & OVERRIDES

Let Sales and other business users layer in promotions, ad campaigns, and other business activities or events to help shape or refine forecasts.

AUTOMATED NEW PRODUCT INTRODUCTIONS

Cannibalization, supersession, comparable forecasting, new store openings, and group forecasting.

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