

**Client Value Proposition:** Leverage integrated historical and current demand data and associated item master data to drive internally and externally consistent demand plans, production plans, procurement plans, inventory plans, and financial plans. Track planning performance over time, e.g. planned versus actual demand, inventory, etc.

**Strategic Value:** Addresses industry challenges such as coping with rising input prices, moving to a demand pull value chain, improving supply chain performance, managing inventory levels and costs, improving customer service, and improving forecasting, planning, and control of business processes.

**Information and Analytical Capabilities Provided:** Delivers historical and current item level and aggregated demand, inventory, capacity, production, and customer service information to feed S&OP applications and/or custom applications used for sales and operations planning. The information and analytical capabilities enable clients to actively manage the business factors that drive company performance by employing leading edge tools and proven best practices for S&OP.

**Bonus Opportunity:** Leveraging POS data, syndicated data, and other enterprise data allows for robust and accurate demand forecasting, a key prerequisite for a demand pull value chain.

**Related Modules:** Customer Service Analysis, Inventory Management, Revenue Management, Supply Chain and Operations Analysis

***Meeting Food Industry Challenges***