

Demand Driven Planner (DDMRP)

2-day training
4.-5.9.2018, Helsinki

*What would
your boss say,
if you would be able to:*

*Improve
lead times, service levels, and
inventory availability,
at the same time
reduce inventory carrying cost!*

IS THIS YOUR WORLD?

Companies across different industries deal with major supply chain issues:

- Customer require shorter and shorter lead times
- Our forecasts are constantly giving erroneous signals for purchasing and production, despite more sophisticated tools
- Demand and supply variations are important and difficult to manage
- Long lead time parts and components disrupt planning and execution
- Product variety and complexity grow while product life cycles shrink
- Inventory fluctuates between overstocks and stock-outs
- Overall, stock levels consume too much working capital
- Traditional planning methods and tools are not giving desired results
- Global sourcing and demand create more complex scenarios

DISCOVER WHAT MAKES THE DIFFERENCE

Demand Driven Materials Requirements Planning (DDMRP) is a proven, innovative and groundbreaking inventory and materials planning and execution solution. It aligns resources, working capital and supply chain planning and execution with actual demand.

For the first time in over 50 years, planning has been completely rethought and redesigned to create a planning and execution process that is adapted to today's challenges in a complex and changing environment.

DDMRP allows you to resolve the material planning, synchronization and execution challenge. Actual demand is the leading operational planning and execution signal while forecasting has its proper and effective role in medium to long term planning.

DDMRP combines the strengths of MRP, DRP, Six Sigma, Lean, and the Theory of Constraints with some innovations and offers advanced visualization and synchronization techniques to help you prioritize effectively in planning and execution.

The effects are dampened variability and reduces response times across the supply chain.

Shortages of critical items are eliminated while overall inventory levels are dramatically reduced while hassles, fire-fighting and constant replanning are significantly reduced.

As a result, operational results and financial performance of a company improve dramatically.

Demand Driven MRP (DDMRP)

- ▶ is a material and inventory planning and execution solution.
- ▶ can be used in procurement, manufacturing and distribution processes (source, make, deliver, return)
- ▶ can be used across supply chain layers and organization boundaries
- ▶ is comprised of 5 components which position inventory at the right places to decouple lead times, protect these decoupling points and enable pull flow in planning and execution management.

Strategic
Inventory
Positioning

Buffer Profiles
and Levels

Dynamic
Adjustments

Demand
Driven
Planning

Visible and
Collaborative
Execution

THE CASE FOR CHANGE

- ▶ Current logic, processes and tools to manage supply chains are rooted in methodologies that were developed 50 years ago in an entirely different world.
- ▶ Today's environment requires a significantly more adaptive and agile supply chain that senses and learns from change more rapidly.
- ▶ This is at the heart of Demand Driven MRP (DDMRP)

THE PROPOSED SOLUTION

- ▶ DDMRP ends the compromises between cost, service and inventory levels allowing you to plan and execute much more effectively.

YOUR BENEFITS

- ▶ *Simplified planning and execution process*
- ▶ *Enjoy transparency, clever buffering and execution priorities based on real demand signals and patterns*
- ▶ *More stable operational environment*
- ▶ *Reduced reliance on forecasts*
- ▶ *Protection against variability*
- ▶ *Reduced lead times*
- ▶ *Increases availability with lower overall inventory levels*
- ▶ *Enabling true Sales and Operations Planning (S&OP)*
- ▶ *Improved operational and financial results*

GLOBAL FOOTPRINT

- ▶ Several thousand supply chain professionals from prestigious companies around the world have attended the Demand Driven Planner program
- ▶ Gartner has included the Certified DDP as one of ten programs in its Market Guide for Supply Chain Certification Programs.
- ▶ APICS recognizes DDMRP as an "emerging best practice" in the SCOR-model
- ▶ Companies from all over the world and different industries, small and multinationals, are adopting DDMRP as the core of their operating model.
- ▶ Numerous recent success stories and academic research reflect the effectiveness of DDMRP in different industries and business environments and the number is growing fast.
- ▶ Adopters include Michelin, Allergan, LVMH, Unilever, Miba, British Telecom, Figeac Aero, Shell, Total, Wärtsilä, Coca Cola, and many more.

**DON'T MISS THE
NEXT PROGRAM:**

4.-5.9. 2018

**HELSINKI,
FINLAND**

WHO SHOULD ATTEND?

- ▶ Operations, manufacturing, purchasing distribution and supply chain managers and planners and developers

- ▶ DDMRP is doing to Supply Chain Management the same as mobile phones did to communication.

TRAINING DETAILS

- ▶ Price: 1295 €/person + VAT
- ▶ Early bird: register by June 30, 2018 for a 10% discount
- ▶ Bring your colleagues: 10% discount for 3 or more from the same organization

**For more information and
registration, please contact:**

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training/ddp**



**ATTEND THE DEMAND DRIVEN PLANNER PROGRAM TO INTRODUCE
SUPERIOR PERFORMANCE TO YOUR ORGANIZATION:**

The 2-day program is comprised of 13 modules of in-depth DDMRP training giving an excellent basis to apply the methodology, principles and tools in your own business environment.

The course is developed by the leading authorities on DDMRP at the Demand Driven Institute. It is the official preparatory course for the Demand Driven Planner Professional (DDPP) test.

Module 1: Planning in the Modern World

- Let's sum up what makes planning and execution a major challenge today

Module 2: The Importance of Flow

- Understand the importance of the flow mentality
- See how variability and the bullwhip effect are enemies of flow

Module 3: Unlocking a Solution – Decoupling

- Discover why and how decoupling breaks variability and secures flow

Module 4: Becoming Demand Driven

- Understand the conflict of "MRP versus Lean" and what "Demand Driven" really means
- Introduce the Demand Driven Operating Model and Demand Driven MRP

Module 5: Strategic Inventory Positioning – Clever Buffering

- Identify the best places for strategic inventory positioning and decoupling to cut lead times

Module 6: Distribution Network Positioning – Where to Keep Stock

- Discover unique distribution positioning factors and positioning across supply chains
- Compare and contrast demand driven to traditional push and promote

Module 7: Buffer Profiles and Levels – How Much Stock to Keep

- Learn to calculate buffer profiles and zones, calculating buffer levels

Module 8: Dynamic Buffer Adjustments – How to Sense and Follow Changing Demand

- Adapt to change through recalculated, planned and manual adjustments
- Understand when and how to use planned adjustment factors

Module 9: Demand Driven Planning – Issuing Orders

- Use the Net Flow Equation to create supply orders for stocked and non-stocked items
- Calculate dependent demand with decoupled explosion
- Manage coverage optimization and constraints with Prioritized Share

Module 10: Highly Visible and Collaborative Execution – Clear Priorities

- Challenge priority by due date and move to ensuring availability
- Use buffer status alerts, synchronization and lead time alerts for effective collaboration in execution

Module 11: DDMRP and the Operational Environment

- Compare the DDMRP strategic buffer criteria with safety stock and order point
- Learn how DDMRP changes master planning, scheduling, and priority management

Module 12: Demand Driven Sales and Operations Planning (DDS&OP)

- Use analytics for Master Settings changes and model improvement
- Discover the big picture: the Demand Driven Adaptive Enterprise

Module 13: Program Summary

Taught in English by Christoph Lenhartz,
Master Instructor of the Demand Driven Institute

REAL RESULTS

- ▶ Fast moving consumer goods giant Unilever decreased replenishment time from 50 days to 9 days, raw material inventory fell by 17%, finished goods inventory went down by 45%; 99.7% on-time-in-full delivery performance.
- ▶ LeTourneau Technologies, a vertically integrated manufacturer of mining & drilling equipment grew revenue by 300% with only 80% higher inventory; Return on Capital Employed grew from 4% to 22%.
- ▶ A division of Oregon Freeze Dry (the largest freeze-drying company in the US) cut lead times by 60% and inventories by 20% with 100% on time delivery. Another division increased sales by 20% and raised customer fill rates from 79% to 99.6% while inventories dropped by 60%. All this

with a \$2.5 million reduction in raw material inventory with no stock-outs.

- ▶ Avigilon, the leader in high-definition surveillance video solutions, achieved near-perfect customer service levels (99+%) while production volumes increased significantly and overtime and cost for expedited freight were dramatically reduced. This supported an already ambitious growth plan and made way for even further expansion of market share and profitability.
- ▶ Allergan, the global pharma company (makers of Botox) operates in a highly volatile environment. DDMRP delivered reductions in inventory of over 30%, lead time reductions to the distribution network in excess of 50% and service levels at more than 99%.