

# A Business Solution for the Industrial Sector

Enables Web-based Demand and Supply Planning to Effectively Manage Resources

## IBM Software Group

### Sales and Operations Planning Performance Blueprint



#### Solution Description

Production planning is often the primary focus of a manufacturer's profit-and-loss statement. Forward looking collaboration must occur so that sales demand can be profitably supported by production capacity.

The IBM Cognos Sales and Operations Planning Performance Blueprint offers an integrated performance management model that allows companies to effectively plan sales and operations across manufacturing plants. Both top-down and bottom-up planning are enabled. The Blueprint ensures that plans align with corporate goals and enables information-sharing and more efficient analysis among the various groups.

The Sales and Operations Planning Performance Blueprint is designed to:

- Help manufacturers balance supply and demand for their products
- React quickly to new market opportunities or materials shortfalls
- Align global business demands with regional production capabilities
- Adjust the marketing mix mid-stream

#### Features & Benefits

**Scalability:** The Sales and Operations Planning Performance Blueprint fits manufacturers of any size. Its Web-based design and attention to bandwidth economy make rolling it out to thousands of plants as easy as rolling it out to ten.

**Flexibility:** A company shouldn't change its structure to fit someone else's off-the-shelf system. The Sales and Operations Planning Performance Blueprint is flexible enough to fit any business. Companies of all sizes use IBM Cognos solutions for planning, business intelligence, scorecards, and dashboards.

**Compatibility:** The Sales and Operations Planning Performance Blueprint capitalizes on existing technology investments, extending the value of existing transactional systems. It also shares information with other solutions—and readily accommodates future growth.

#### Value Proposition

The Sales and Operations Planning Performance Blueprint integrates the planning process between primary areas (i.e., finance, production, purchasing, sales and marketing) to ensure all departments are working in concert to optimize production and ultimately profitability. The rapid consolidation of plans streamlines planning cycles and allows companies to move to forecasts and supply plans better suited to the dynamic nature of manufacturing. Timely re-forecasting allows companies to adjust to external factors, such as business or supply chain disruptions, consumer demand, competition, or economic changes.

#### IBM Segment

- Cognos

#### Business Function

- Performance Management

#### Target Industry

- Aerospace and Defense
- Automotive
- Chemical and Petroleum
- Electronics
- Industrial Products

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