

# IBM Software Group

## Supply and Demand Optimization Decision Manager



### Solution Description

Manufacturing companies today face rapid change and increasingly tough global competition. The pressure to be agile and innovative is increasing. Demand-driven manufacturing initiatives with smaller order sizes and direct store deliveries are becoming more common. Optimization technology can quickly determine how to most effectively allocate resources, automatically balancing trade-offs and business constraints. The Supply and Demand ODM solution eliminates the need to manually develop plans and schedules, so your company can obtain maximum operational efficiency.

### Features & Benefits

- Rapidly create and compare scenarios  
Quickly create scenarios and modify any input data or goal while comparing results and solution metrics.
- Understand the optimized plan or schedule  
Take advantage of explanations, controlled relaxation of constraints and scenario comparison, to help fully understand your optimization models.
- Modify recommended plans and schedules  
Use recommendations as a starting point, freeze part of a solution to resolve it or manually modify a plan or schedule.
- Works with Microsoft Excel  
Utilize well known business tools (e.g., Excel) and send recommendations taking advantage of their charts and tools.
- Create a database of solutions over time  
Make better decisions and build an invaluable database. The solution metrics that come with each optimization scenario help track operational efficiency and financial performance over time.

### Value Proposition

With the Supply and Demand ODM solution, manufacturing organizations are able to optimize profitability and order fulfillment performance and ensure schedule feasibility and reliability. The solutions allows operations to manage customer and vendor relations more precisely, reschedule operations quickly, and significantly improve new product introduction.

Optimization is the technology at the heart of most supply chain planning and scheduling solutions. ODM applications support the most important challenges facing manufacturing today by using state of the art "what-if" analysis, scenario comparison and goal balancing. The Supply and Demand ODM solution allows increased agility and responsiveness, and enables businesses to cope with the rapid changes inherent in the manufacturing environment.

#### IBM Segment

- ILOG Optimization

#### Business Function

- Order Fulfillment and Scheduling

#### Target Industry

- Industrial Products

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