Orchestr8 ®

Demand-Driven Innovation. Epic Results.

ORCHESTR8 TO LAUNCH 'DEMAND MANAGER™'

ORCHESTR8 ARE BUILDING A DEMAND MANAGE-MENT TOOL THAT FITS THE DEMAND-DRIVEN WORLD
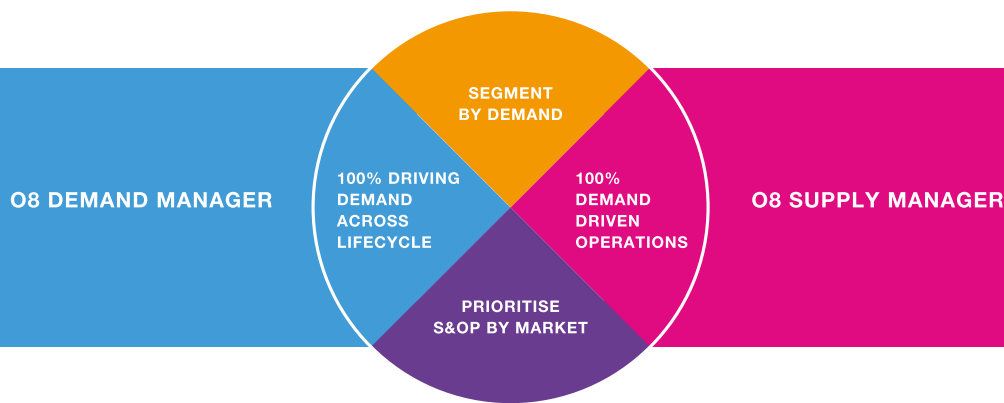
Orchestr8 is the leader in Demand Planning Execution software with its well-established production and distribution execution tool, that works to Demand Driven buffering principles. This is a proven complement to the transaction and financial-orientation of ERP systems.

Now, Orchestr8 will fill a gap in Demand Management S&OP with 'Demand Manager', a software tool to manage the Agile S&OP process that businesses need in a complex world.

SEGMENT AND PRIORITISE

The distinctive foundation of the Orchestr8 approach is 'Segment and Prioritise'. The established Orchestr8 Production Execution software is configured by demand profile segmentation. Production is prioritised by by real sales data not static forecasts.

Demand Manager will inherit the segment and prioritise approach to managing products. It will handle products with varying market velocity, priority and responsiveness.

O8 DEMAND MANAGER

SEGMENT BY DEMAND

100% DRIVING DEMAND ACROSS LIFECYCLE

100% DEMAND DRIVEN OPERATIONS

PRIORITISE S&OP BY MARKET

O8 SUPPLY MANAGER

KEEP IT CLEAR, KEEP IT SMART

The first design maxim is taking a 'Component Approach' to Demand Projection so that managers can see – in the manner of Talking Heads – 'how did we get here'. The framework is simple but versatile:

- Long-run - runrate products.
- Period run products - with a definite sales period.
- Whether the runrate is going to change.
- If there are promotions to boost sales.

FOLLOW THE PROCESS

The second maxim for Demand Manager is 'Follow the Process'. Demand Manager will enable Planners to work iteratively in detail, top-down through Product Families and across S&OP cycles.

DYNAMIC AND DIVERSE

Demand Manager is being built to support businesses that serve diverse markets and recognises that each market has its own dynamics. It will:

- Use runrate forecasting and trend, not inaccurate 'pinpoint' volume forecasting.
- Enable auditable capture of market intelligence of changing base rates and promotion uplift.
- Manage the critical process of Product Life Cycle management from 'soup-to-nuts', including New Product Introduction, End-of-Life and Supersession.
- Stratify the management of spot market, high-velocity from stable, runrate products
- Work with the grain of iterative and incremental Planner workflow.

AVAILABILITY

Demand Manager will be Demand Driven, and Drive Demand. Alpha testing will occur in Q4 of 2018 and the product will be released in Q1 of 2019.

For more information on the Demand Manager roadmap and Orchestr8's proven approach, please email: **info@Orchestr8.com**