



Aspen Demand Manager™

A powerful configured application to manage demand, maximize enterprise profitability and increase customer service levels. .

Manage Demand Effectively for Better Customer Satisfaction and Efficient Internal Operations

Demand Management is the process of developing accurate and consistent projections of market demand—and continuously updating these projections as circumstance change. Demand management encompasses many kinds of activities: managing history, generating forecasts, reconciling forecasts with firm orders as well as other processes that are essential for developing a sound business plan.

Demand management's primary focus is to generate forecasts, how to manage them, how to reconcile new information with the forecasts, and how to keep the forecasts up to date. Projected demand for different market segments is consolidated, and then reconciled with firm orders so that it can be used in the capacity planning and scheduling process.

Aspen Demand Manager is an application within the Aspen eSupply Chain Suite that accurately translates historical demand patterns into future forecasts aggregated to any brand, family or grouping required by the user. The emphasis is on supporting collaborative planning of demand to maximize service while minimizing inventory investment.

Aspen Demand Manager is a powerful software-modeling tool for performing demand management functions that is powered by Aspen MIMI.

In Aspen Demand Manager demand history is kept at the lowest level of detail available, by customer order or shipment. It is completely data driven and thus is not limited to traditional pyramid-type hierarchical data structures. Product, customer and location attributes are defined in Demand Manager based on the specific needs of the business. Users can view, condition, aggregate, forecast, and de-aggregate history and forecast data by any attribute, or combination of attributes.

responsive collaboration support efficiency decision support available-to-promise speed
supplier collaborate beyond the enterprise B. supply chain execution management
profitable-to-trade support digital marketplace
scalable connectivity supply chain execution efficiency decision support available-to-promise speed
support monitor analyze real time data = better decisions
collaborative workflow business process integration

The Demand Management Solution offers the ability to:

- View and adjust history at a different levels of aggregation and disaggregation.
- Divide the forecast into flexible categories so that appropriate history and forecast techniques can be applied to each unique combination of products, customers and locations.
- Statistically generate forecasts with this history.
- View and override forecasts at different levels of aggregation and disaggregation.
- Reconcile and integrate the forecast with open customer orders (consume the forecast).

Data mapping capabilities dynamically convert forecast views into different categories, without having to manage the forecast at the most detailed level. This supports a forecasting process that incorporates feedback and overrides from management, manufacturing, marketing, sales and other areas of the organization. The forecast can be produced and managed at any level in the product routing, e.g., a higher level product family as well as finished good or SKU, any level in the distribution network (plant, distribution terminal, warehouse, etc.) or any others attributes necessary.

AspenTech's Demand Management Solution, has the ability to forecast demand, reconcile orders with forecasts and deal with transshipments in complex distribution networks. Managing detailed history provides visibility into demand distribution patterns within forecast periods, which can be an extremely useful input to near-term planning and scheduling. MIMI can aggregate and disaggregate (slice and dice) in nearly any way desired, and provide a wide variety of views of the forecast in a consistent fashion.

Ten statistical forecasting methods are provided. The "optimal" one selects the best forecast after having considered a variety of others. Users may employ their own forecasting *techniques* or create one by combining several of the methods available. Powerful presentation graphics are available to support data visualization and user interactions. Exceptions and overrides are easily managed.

Aspen Demand Manager contains pre-configured interfaces, functions and reports, which help to guide business process flow and significantly decrease implementation time. Since Demand Manager is built on the Aspen MIMI framework, it is also easily extendible to incorporate the unique requirements of less common situations. In addition Aspen Demand Manager can easily integrate with the other components of the Aspen eSupply Chain Suite. This enables customer demand information to be consistently managed across various planning and scheduling processes and users.

Collaborative Demand Management

Demand Management has traditionally focused on forecasting product demand based on historical sales, using statistical techniques. However sophisticated the underlying forecasting technology may be, solely relying on the past to predict the future is inadequate, in a world of shorter product life-cycles, volatile customer demand and increasing competitive intensity.

Enhancing the statistical forecast with market information, such as change in customer demand, new unplanned promotions or the unanticipated launch of a competing product can significantly increase the accuracy of product demand forecasts, leading to lower supply chain costs and higher customer satisfaction.

AspenTech's **Collaborative Demand Management solution** is a supply chain and e-business solution that allows process manufacturers to more effectively forecast and manage demand for their products. Process manufacturers can use AspenTech's solution to create an initial demand forecast based on historical sales and information on planned events and promotions as input, and using advanced statistical forecasting, analytical and decision support functionality.

A key feature of our solution is that it provides an environment to capture, process and validate market and field information from both internal collaborators, such as sales representatives and product managers, and external collaborators, such as customers and key trading partners. Key benefits of the solution include lower product and raw-material inventory and higher customer service levels.

The Collaborative Demand Management solution is comprised of two of AspenTech's web-based products, an enhanced version of Aspen Demand Manager, and Aspen Collaborative Forecasting, which allows internal and external partners to collaborate on the demand forecast. Process manufacturers can use the new solution to create an initial demand forecast using historical sales information, planned events and promotions.

Key Features of Aspen Demand Manager:

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| <ul style="list-style-type: none">• Telescoping time periods• Completely integrated with Aspen Collaborative Forecasting• Sales and Operations Planning Tools• Forecast Generation• ABC and COV Analysis | <ul style="list-style-type: none">• Single or periodic time units• What-if analysis• Override capabilities• Easily integrates with ERP and legacy systems• Calculate safety stocks |
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Key Benefits of Aspen Demand Manager include:

- **Fifteen Forecast Models** with Automatic Selection based on Least Error. Assures that the very best model is applied to govern each record in question
- **Multiple models to govern complex seasonal demands.**
Ex: 2 Winters' models, seasonal regression, and various exponential smoothing models deal with subtle differences in amplitude of seasonal demand curves.
- **Supports an unlimited number of historical and future forecast time periods** to forecast the entire business cycle and strategic requirements. Very important in some industries to forecast need for capacity changes or next significant step-change in demand.
- **Flexible data aggregations** without the need for complex file handling.
- **Supports unlimited number of forecast process participants**, with each having his or her own forecast inputs preserved and measured. Ex: marketers, sales staff, key customers, and forecast analysts all might want their own inputs to compare against an eventual consensus number or one developed via a traditional sales and operations planning process.
- **Proven multiple regression capability** allows users to forecast special events (like promotions) and responses to causal factors like price change. Typical user will track stimulus, like price change (up or down) and response, in order to better plan pricing policy to maximize profit.

Additional benefits include

- Allow planners to focus on analysis instead of data manipulation.
- Designed to maximize user productivity while minimizing human intervention.
- Provides analysis tools to manage expectations, alerts users of potential problems and starts the issue resolution process.
- A flexible application that can change as your business environment changes.
- Users can comfortably assess performance and plan for continuous improvement.
- Enable users to rise above the data collection chore to enter the realm of process management.
- Supports all currently identified best practices.
- Allows even casual users the ability to segment data of interest so they can manage by exception.
- A flexible application that can change as your business environment changes.
- Advanced starting point for demand planning. Eliminates lengthy implementation cycle. Upon receipt of prescribed data, model is enabled and results are delivered immediately.

Why AspenTech?

Using AspenTech's industry-leading supply chain and e-business solutions, process manufacturers can work more collaboratively with their trading partners to administer more accurate order commitments, make better decisions about what to buy and sell and improve the accuracy of their planning, forecasting and plant scheduling processes.

No other manufacturing software provider offers AspenTech's breadth of solutions and deep process knowledge. AspenTech is the only company to offer e-business solutions that bridge the gap between operations and finance from the plant floor to the boardroom -- enabling tight business process integration between global supply chain planning, manufacturing and ERP systems. AspenTech's e-Business solutions are the crucial connection linking value chains together and generating tremendous value for process manufacturers.



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