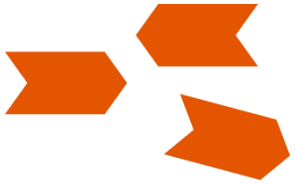
Generate Sound Demand Plans and Enhance Insight Into Your Customers

Supply Chain

Current Market Challenges

Limited visibility into your supply chain network

Inability to spot market and consumer trends



Disjointed planning and execution processes

Data is exploding

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But there are also opportunities…

- Instantly identifying market trends and customer needs
- Provide exactly the right offers and service levels to every customer
- Identifying how market price volatility will affect your promotions
- Have a continuously-updated window onto sales
- Immediately see changes in demand/supply across entire supply chain
- Understand customer/potential customer buying behavior
- Monitor and analyze all deviations/ issues in replenishment process
- Identify risks and understand promotion success in real-time

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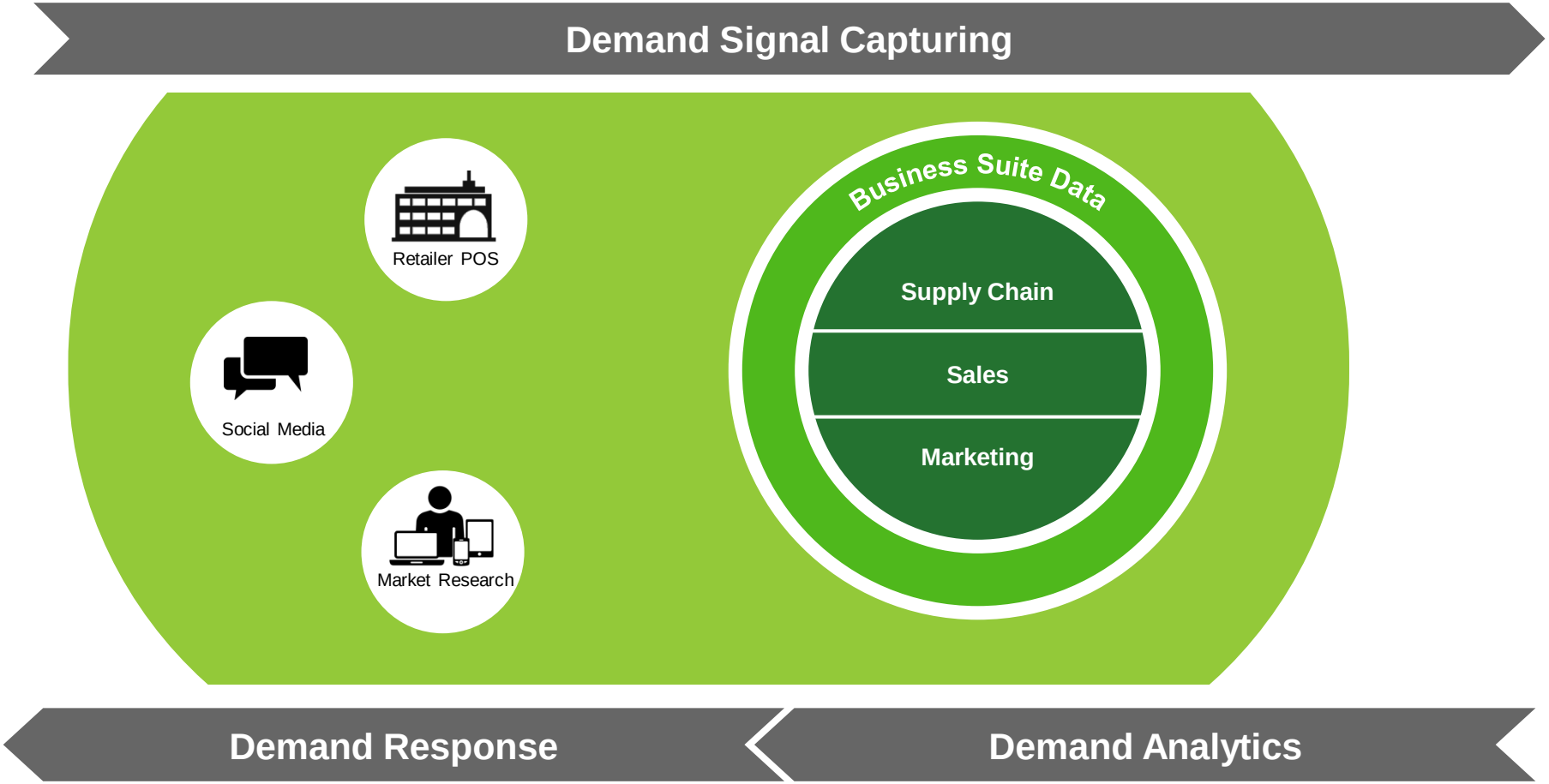
Overview of SAP Demand Signal Management

Capture, analyze and respond to demand and market data

Organizations require an integrated approach to managing their demand data. They need the ability to access large amounts of demand data from different sources, analyze it in real time and respond to market changes and deviations quickly.



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Benefits of SAP Demand Signal Management

Capture demand, spot trends, and respond faster

Capture
Analyze
Respond

Capture Actual Demand Signals

Access massive amounts of up-to-date POS data along side syndicated data and combine with social sentiment indicators

Quickly Spot Market Trends and Deviations

Drill down into massive amounts of granular demand and market data to develop market insights and understand consumer trends

Respond Faster to Demand Fluctuations

Ensure integration with core business and supply chain processes and accelerate end-to-end downstream processes

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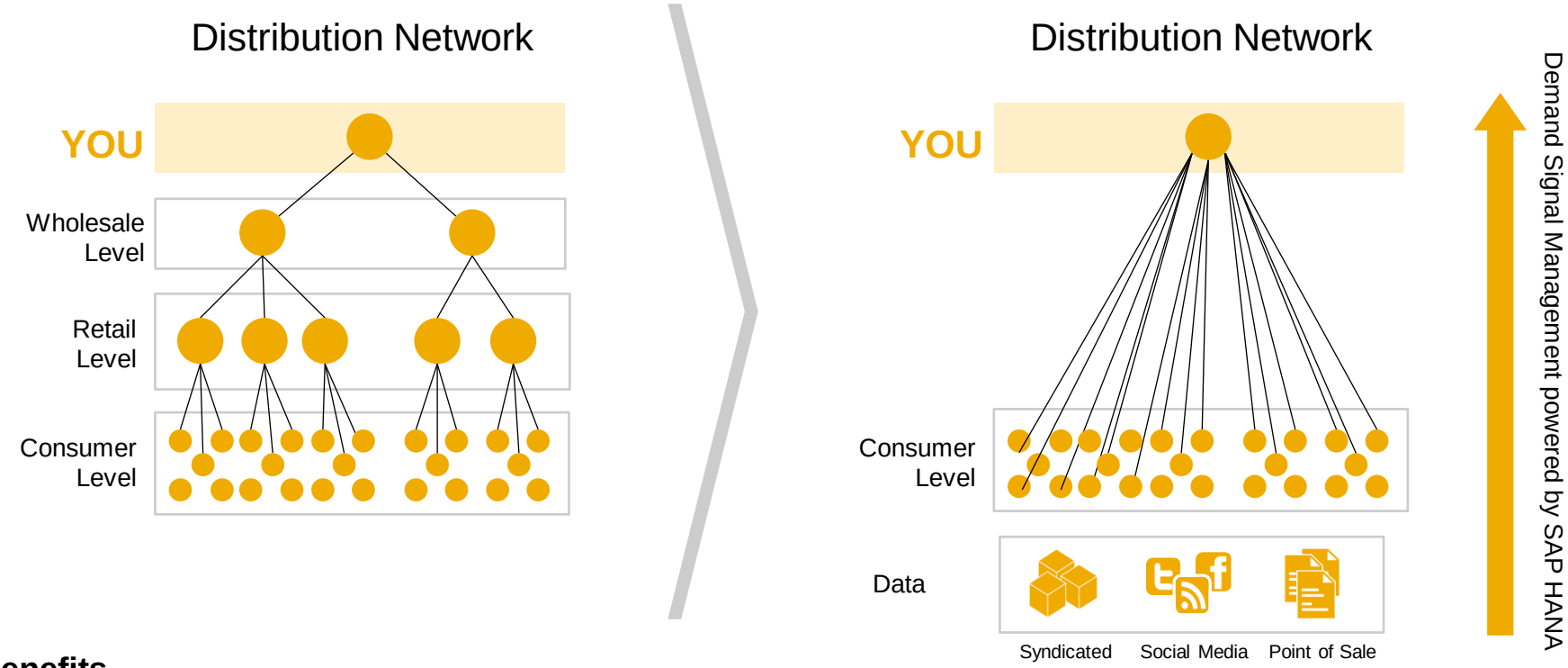
Capture actual demand signals

Collect, cleanse and harmonize real time POS retailer data and integrate them with, syndicated market research data, internal data and combine social sentiment data



Benefits

- Predict market trends and improve responsiveness using up to date demand and market data
- Develop deeper more comprehensive demand visibility with a more holistic market view
- Eliminate errors and inaccuracies by relying on single source of truth

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Quickly spot Market Trends and Deviations

Improve responsiveness, increase productivity, drive efficiency

Capture
Analyze
Respond

Benefits

- Improve responsiveness by instantly spotting demand issues and deviations with state of the art analytics
- Increase productivity by empowering business users with role based analytics on any device
- Drive efficiency across your entire organization
- Improve market insights by using holistic information of the market

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Respond faster to demand fluctuations

Integrate your downstream business processes

Capture
Analyze
Respond

Reduce lost sales with more precise identification of out-of-stock situations

Optimize inventory levels with more accurate forecasting and planning

Improve customer service levels with a deeper understanding of your customer's behavior

Streamline downstream fulfillment process with improved demand visibility

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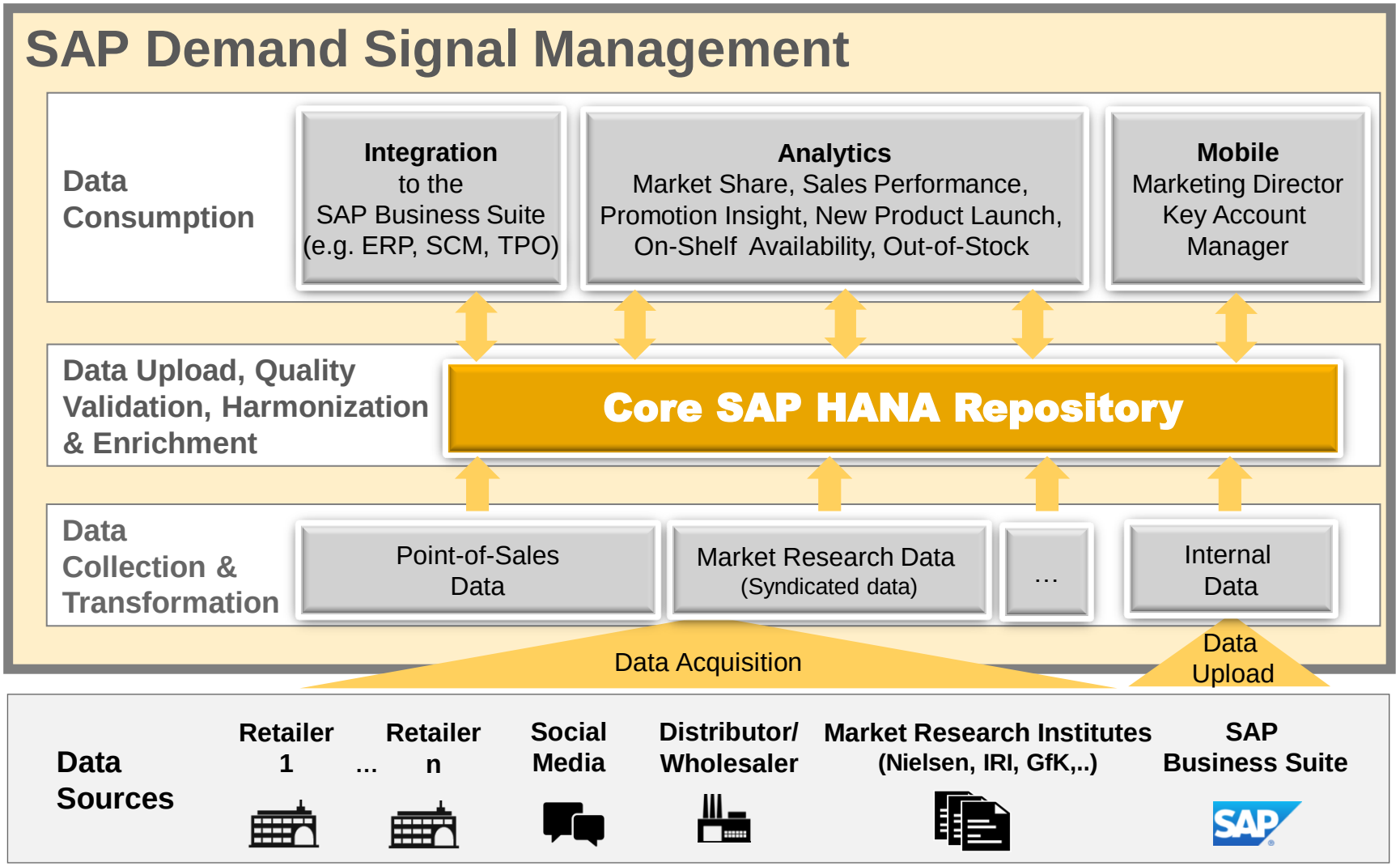
SAP Demand Signal Management powered by SAP HANA

Solution Architecture



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SAP Demand Signal Management is relevant for your line of business

Sales

- Daily visibility into sales performance
- Increase profitability, revenue and market success
- Avoid loss of sales
- Increase promotion and price effectiveness

Supply Chain

- Improve forecast accuracy
- Avoid out-of-stock during promotions
- Reduce transit and warehousing costs

Marketing

- Avoid failure of new product launches
- Defend your customer base
- Improve market insights by using holistic information of the market

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Selected Use Scenarios for Demand Signal Management

Sales, Marketing, and Supply Chain

Promotion Effectiveness

Track promotion participation and compliance and track price variation per store

Market Share Analysis

Monitor market share changes and identify root causes for declines in sales

Forecast Accuracy

Monitor demand and market data and analyze historic sales and promotions to increase forecast accuracy

Sales Analysis & Planning

Analyze demand data and benchmark store sales to identify critical issues and prioritize sales visits

Out of Stock Reduction

Reduce lost sales by monitoring inventory levels and quickly spotting stores with out of stock

Product Launch Success

Track store sales, price and promotions for new product launches and ensure stock availability

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Key Takeaways

1. Capture actual demand and market signals
2. Respond faster to demand fluctuations
3. Quickly spot Market Trends and Deviations

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