Supply Chain Management—Supply Chain Planning Services

Competing effectively through an integrated and collaborative planning approach
Supply Chain Strategy

Supply Chain Operations

Logistics

Product Lifecycle Management

Procurement

Supply Chain Management

Supply Chain Enterprise Applications

Rising expectations, new challenges
With a wealth of information and options at their fingertips, customers' and consumers' expectations for timely delivery of goods and services are rising. Market boundaries are changing. New channels are emerging. Products are proliferating in the face of aggressive global competition. As these forces reshape the competitive environment, companies seek ways to optimize the value chain across the extended enterprise—from raw material suppliers to partners to the end customer. With an emphasis on lowering costs, decreasing time-to-market and boosting revenue and profit, supply chain planning is an increasingly critical element of competitive advantage. In an on demand world, companies can no longer afford uncoordinated processes, scattered information or a lack of visibility across the supply chain.

Adding value with effective supply chain planning
IBM Supply Chain Planning Services is designed to address emerging demands with an integrated approach to the process, organization and technology elements that impact inventory levels, obsolescence and condensed product flow-through. Our services can help you optimize your supply chain by integrating internal functions and facilitating collaboration with key business partners (both customers and suppliers), thereby helping to enable you to balance demand and supply, and to optimize customer service and inventory levels by continuously planning, in realtime, across organizational boundaries.

The anticipated result is a feasible, synchronized supply plan.

You can achieve dramatic results with Supply Chain Planning Services. You can potentially:

- Reduce response time to demand changes (by more than 50 percent)
- Increase supplier involvement (up to 81 percent within one year)
- Reduce time spent on non-value-add activities by procurement personnel (50 to 75 percent)
- Reduce inventory (raw, work in progress, finished goods) by 10 to 15 percent
- Lower logistics expenses (by 3 to 4 percent)
- Increase sales (by 5 to 20 percent)
- Enhance customer service (for example, with improved fill rates)

Transforming for an on demand marketplace
IBM defines an e-business on demand™ enterprise as one which has processes that are integrated end-to-end across the company and with key partners, suppliers and customers, enabling it to respond with speed to virtually any customer demand, market opportunity or external threat. Using breakthrough business models, Supply Chain Planning Services supports e-business on demand strategies aimed at reinventing the supply chain.
for competitive advantage. These models support peak performance through realtime visibility and information sharing, along with dynamic response to market changes and opportunities—allowing you to transform your supply chain from an internal, cost-cutting function into a competitive weapon.

**Integrating planning disciplines to drive revenue**
IBM Supply Chain Planning Services encompasses a number of related disciplines that integrate with each other and other Supply Chain Management Services offerings, such as Procurement and Product Lifecycle Management. Supply Chain Planning Services can help you drive revenue growth by enabling you to focus on top-line opportunities, determine the right product mix to optimize profit, create more innovative and competitive products, and meet customer quality and delivery commitments. Supply Chain Planning Services can deliver the following capabilities:

- Supply chain strategy and planning
- Advanced planning and scheduling
- Supplier/customer collaboration
- Collaborative planning forecasting and replenishment
- Forecasting
- Inventory management
- Demand management
- Supply chain software implementation

**Relying on experience**
With professionals in more than 160 countries globally, IBM Global Business Services is one of the world’s largest consulting services organizations, providing clients with business process and industry expertise, a deep understanding of technology solutions that address specific industry issues, and the proven ability to design, build and run those solutions in a way that has the potential to deliver bottom-line business value. Detailed bottom-line business value. Detailed industry knowledge and extensive, strategic relationships with leading and emerging supply chain application vendors—including SAP, i2 Technologies, Oracle, SmartOps and many others—allow us to develop customized supply chain solutions that address your unique requirements. Known for innovative thinking built on focused business and technology research, IBM is committed to helping you fuse business insight with technology to drive lasting economic advantage.

**Delivering measurable results**
We have implemented Supply Chain Planning solutions across multiple divisions of IBM, enabling us to achieve measurable, real-world results. For example, the IBM Personal Computing Division implemented comprehensive advanced planning and scheduling processes featuring master planning, demand forecasting, supplier planning and fulfillment services. The division’s achievements are tangible proof of the outcomes Supply Chain Planning Services solutions can offer. By using Supply Chain Planning Services solutions, the Personal Computing Division:

- Reduced channel inventory by 80 percent in the first 16 months
- Enhanced customer service to nearly 100 percent
- Enabled realtime order scheduling
- Improved forecast accuracy by 70 percent.