SAP Integrated Business Planning (IBP) Introduction Series

1: SAP IBP Overview

Anna Linden, SAP Product Management
September 27, 2018
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## SAP Integrated Business Planning (IBP) Introduction Series

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Agenda

- Key Aspects of SAP Integrated Business Planning
- What Business Processes does SAP Integrated Business Planning support?
- How does the solution work? (Demo)
- Wrap-Up – What is the Value of the Solution?
- Q&A
Intelligent Suite: **Deliver intelligence across value chains**

**Intelligent applications for every line of business**

- **Out-of-the-box integration** leveraging SAP Cloud Platform, the SAP Analytics Cloud solution, and a common data foundation with SAP HANA and SAP Data Hub.
- **Best-in-class UX with consistent experience** across the entire portfolio.
- **Modular**, making it easy to consume and cost-effective to operate.
- **Easy to extend**, allowing customers and partners to customize solutions quickly.
- **Intelligence embedded** in the applications making the workflows smarter.

Integration | Business Objects | Master Data | Orchestration
---|---|---|---
25 Industries | 180+ Countries |
SAP Integrated Business Planning is SAP’s Supply Chain Planning Solution

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<th>Supply Chain Control Tower</th>
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<th>Response &amp; Supply</th>
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**Demand**
Statistical Forecasting, Consensus Planning & Demand Sensing

**Inventory**
Multi-Stage Inventory Optimization & DDMRP

**Response & Supply**
Allocations & Deployment Planning, Order Rescheduling

SAP HANA
The Evolution of Planning

Current State

Integrated demand, supply & production planning
Demand Driven
Interactive problem-solving
Mass customization & postponement

Transformation

Multi-enterprise collaboration
Self-regulating adaptive models
Sub-daily plan-to-deliver cycle
Automated touchless planning
Big Data and predictive capabilities

New Paradigm

Value-chain oriented
Individualized customer experience
Convergence of roles
Intelligent Segmentation

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Key Aspects of **SAP Integrated Business Planning**
Key Aspects of a Digital Transformation for **Supply Chain**

**Easier**
- Focus on profitable decisions

**Smarter**
- Take advantage of strategic business opportunities

**Faster**
- Accelerate revenue and reduce working capital
Key Aspects of SAP Integrated Business Planning

- **Productivity**
  - Easier
    - Real-time insight and monitoring
    - Social collaboration for transparent communication and record decisions
    - Process automation and management by exception

- **Strategy**
  - Smarter
    - Smart algorithms—leveraging machine learning
    - Integrated business processes and value chain

- **Responsiveness**
  - Faster
    - Shorter, real-time planning cycles
    - What-if scenario simulation and analysis
    - Fast adoption of new innovations to remain competitive

---

**Simplified User Experience & Automation**

**Digital Transformation & Business Networks**

**Flexibility, Agility & Innovation**
Key Aspects of SAP Integrated Business Planning

Productivity

**Easier**
- Real-time insight and monitoring
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Strategy

**Smarter**
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Responsiveness

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Simplified User Experience & Automation

Digital Transformation & Business Networks

Flexibility, Agility & Innovation
Focus on profitable decisions

Simplified User Experience
Real-time insight and monitoring on aggregated and detailed levels

-29%
Stock-Outs with real-time, enterprise-wide visibility into inventory*

Social collaboration, leveraging the SAP Jam platform, for transparent communication

*SAP Performance Benchmarking
Process Automation & Management by Exception

Alerting and Exception Handling
Focus planners on problems and identify opportunities for improving the planning and the overall process

Intelligent Segmentation
Identify the real priorities of your company

Process Management
Monitor, Control, and Automate the Planning Process

+1-2%
Revenue Growth with integrated sales and operations planning*

+5-10%
Higher Asset Utilization*

Saves 100s of Planner Hours per Week (IBP customer quote)

*SAP Performance Benchmarking
Take advantage of strategic business opportunities

Re-imagine business processes with digital intelligence

Do more with less and empower employees
through process automation and freeing up people to do more meaningful work

Deliver best-in-class customer experience
by anticipating and proactively responding to end-customer needs

Improve Forecast Quality
Reduce Stock-outs
Lower Safety Stocks
Free up Planners’ Capacity through less fire fighting
Key Aspects of **SAP Integrated Business Planning**

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New and Sophisticated Planning Algorithms address the changing focus in supply chain planning

**Demand Sensing**
Increase forecast accuracy in the short term horizon and plan your demand in daily buckets

**Inventory Optimization**
Most-efficient inventory deployment to meet service level targets

**Fast, priority-based Response Management**
React to short term changes in demand or supply with adjustments
New and Sophisticated Planning Algorithms address the changing focus in supply chain planning

**Demand Sensing** - Increase forecast accuracy in the short term horizon and plan your demand in daily buckets

**Inventory Optimization** - Most-efficient inventory deployment to meet service level targets

**Response Management** - React to short term changes in demand or supply with fast, priority-based adjustments

**Machine Learning** - Integrate learnings from data to help businesses grow, optimize processes, and assist employees

94%

Of companies see machine learning as critical for competitive advantage
Currently IBP Custom Alerts are based on **static rules**. This works fine if the threshold for the exception condition is known and the data is generally consistent.

If the data is variable and changes to the pattern occur, the static rules may lead to **too many or too few alerts** which either keeps planners busy or leaves them clueless.

DB-SCAN & K-Means algorithms were implemented in the alerting to **automatically adjusts thresholds with changing data patterns**.
Integrated business processes and value chain

All processes are running on same data model with no need for Data Transformations
Integrated business processes and value chain
Beyond organizational boundaries

Key enabler for more frequent and integrated planning cycles on all levels and across all areas
Key Aspects of **SAP Integrated Business Planning**

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**Simplified User Experience & Automation**

**Digital Transformation & Business Networks**

**Flexibility, Agility & Innovation**
Faster response to constantly changing environments

Example: Demand Sensing

Daily planning runs, incorporating most recent demand information into the short-term demand planning, such as point-of-sales data.

Helps drive more accurate downstream decisions, e.g. in deployment planning

React faster to changing environments

“Internal” Demand Signals like Deliveries, Sales Orders, Promotions and Open Orders

“External” Demand Signals like Point-of-Sale (POS) or Weather* data

Consensus Demand Plan

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Faster planning runs and more frequent planning cycles

Example: Response Planning

Faster, and Sub-Daily Planning Runs with SAP IBP

<table>
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<th>Run Time</th>
<th>SAP IBP</th>
<th>Traditional APS Systems</th>
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<tr>
<td>6 hours</td>
<td></td>
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<tr>
<td>45 min</td>
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More than 8x Faster Planning Runs

14% Higher on-time delivery*

Faster planning processes like Demand Sensing or Response Planning allow planning at a more granular level and enable sub-daily planning processes

*SAP Performance Benchmarking
Real-Time “What-If” Simulation and Comparison

Fast and scalable version and scenario planning leads to faster decision processes that are based on profound knowledge.

Real-time scenarios and simulation on entire model
Fast adoption of new innovations to remain competitive

The real value of the cloud is innovation

SAP provides the business process know-how and technology for you to exploit the cloud for true competitive advantage

- Companies need Software to Run, but the IT infrastructure is not their core competency
- Cloud Operations reduces non-value add activities like building and maintaining infrastructure, or provisioning and upgrading software

Hardware & Maintenance

Security, Data Protection & Privacy

Innovation

- Cybersecurity? Ironclad Data Centers? New Data Protection Regulations?
- Focus on your business and customer relationships, while knowing that your data is safe and reliable
- Companies need to constantly innovate to remain competitive
- Fast Time to Upgrade means also Fast Time to Adoption of New Innovations in Your Business

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Key Aspects of SAP Integrated Business Planning

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Simplified User Experience & Automation

Digital Transformation & Business Networks

Flexibility, Agility & Innovation
What Business Processes does SAP Integrated Business Planning support?
Plan and Respond with
SAP’s Integrated Business Planning Solution

Supply Chain Control Tower
Exception Handling and Business Network Collaboration

Sales & Operations
Strategic and Tactical Decision Processes

Demand
Statistical Forecasting, Consensus Planning & Demand Sensing

Inventory
Multi-Stage Inventory Optimization & DDMRP

Response & Supply
Allocations & Deployment Planning, Order Rescheduling
Unconstrained & Constrained Supply Planning

SAP HANA
Advanced Planning
Different Planning Horizons

**Strategic Level**
- Strategic Sales & Operations Planning
- Strategic Inventory Management
- Business Planning

**Tactical Level**
- Sales & Operations Planning
- Inventory Optimization
- Demand Planning
- Supply and Allocations Planning

**Operational Level**
- Demand Sensing (Short-term Forecasting)
- Response Management:
  - Supply Priorities & Order Confirmation
- Deployment Planning
Strategic & Tactical Sales and Operations Planning

Improve the speed, agility and accuracy of your sales and operations planning, while optimizing profitability, and discovering new opportunities

- Plan across silos and in real time, using a unified model of demand, supply and financial data
- Analyze massive volumes of complex data instantly
- Optimize product profitability and product mix, given supply and financial constraints
- Alternative what-if scenario analysis to evaluate different plans and move towards a fast and informed decision-making
- User embedded, context- aware social collaboration for rapid planning and decision making (SAP JAM)
Strategic & Tactical Sales and Operations Planning
Planning Across Silos
Tactical & Operational Demand Management

Combines traditional demand planning techniques, advanced demand sensing techniques and predictive analysis tools to help you drive business value through more accurate demand plans.

- Consolidating **multiple demand signals** to get the best picture of demand
- Powerful statistical and pattern-based recognition algorithms
- **Machine learning** techniques complement traditional methods
- Analyze and finetune **forecast accuracy** and run value-add analysis
- Leverage additional information from trade promotions or point-of-sales data during planning
- **Improve planner productivity** while standardizing planning processes
Full Value – A Streamlined Approach to Demand Planning
Cluster and Organize Your Demand Planning Process

Segmentation
- Quarterly/Yearly

Time Series Analysis
- Quarterly

Monitoring & Controlling of the Planning Process

Process Step 1 ➔ Process Step 2 ➔ ... ➔ Process Step n

Consensus Demand Planning

Statistical Forecasting
- Weekly/Monthly

Management by Exception

New Product Introduction

Forecast Accuracy Calculation
- Monthly

Manual Input by Planners
- Daily/Weekly

Promotions
Tactical Multi-stage Inventory Optimization

Intelligently manage inventory working capital and maximize profit by using less inventory to buffer more risk

- Multi-stage inventory optimization across complex global supply chain networks
- **Maximize service level** to the end customer while attaining corporate profit objectives and working capital requirements
- Consider and **compensate for uncertainties** in demand forecasts, supply timing and supply quantity
- **Visualize your Supply Chain** Network and quickly gain insights into inventory drivers and inventory positioning within the network
- Coordinated planning, smoother operations, better profit, and **more satisfied customers**
What does IBP for inventory accomplish for the E2E supply chain?

Achieve the Right Balance Between Service Levels and Inventory Investment

Fix the Mix of Inventory!
The Right Amount, at the Right Place, at the Right Time
Manages supply chain uncertainty by placing optimal safety stock inventory levels across inventory locations.

**Safety Stock Drivers:**
- Demand
- Demand uncertainty
- Lead times
- Lead time uncertainty
- Review frequency
- Service level targets
- Service times

**Cycle Stock Drivers:**
- Demand
- Review Frequency
- Batch Sizes
- Production Rules

**Pipeline Stock Drivers:**
- Order Processing lead times
- Transit times
- Demand

**Pre-Build Stock Drivers:**
- Time-varying capacity
- Time-varying demand
- Sourcing ratios
- Changes in safety stock
Tactical and Operational Supply Planning

Fast, flexible supply planning supporting a variety of approaches, suitable for many industries, including:

Support of tactical supply planning (time series) in the context of S&OP

- Unconstrained heuristics or constrained optimization
- What-if analysis
- Flexible, loosely coupled integration

Support of operational supply planning (orders)

- Unconstrained or constrained priority heuristics and optimization
- What-if analysis
- Tight, built-in integration with SAP ERP and S/4
- Creates supply orders (planned orders, purchase req., distribution req.)
How do customers run SAP IBP for Response and Supply today?

- **Product Family/Market**
  - **Operational Supply Planning**
    - Days
  - **Tactical Supply Planning**
    - Weeks

- **SKU/Location**
  - **Operational Supply Planning**
    - Months/quarters/years

Customer 1
Customer 2
Customer 3
Tactical Supply Planning

Balance your supply plan to ensure that enough stock is available to fulfil any future orders

Heuristics

- Unconstrained demand propagation using supply heuristics
- The generated plan is infeasible without manual adjustments
- For example, it can include negative projected inventory or capacity over-utilization

Optimizer

- Constrained supply optimization for profit maximization or cost minimization for full delivery
- Computes a feasible plan to minimize the total costs or maximize the total profit
Operational Supply Planning

Generate a finite capacity supply plan based on prioritized and categorized demand such as orders and forecasts

Key processes supported in Operational Supply Planning:

**Supply Planning & Allocations Planning**
- Create a supply plan based on prioritized forecast demands and supply chain constraints
- Optionally, generate and provide allocations to ATP for online confirmations of sales orders
- Unconstrained or constrained priority heuristics and optimization

**Response Planning**
- Create order confirmations and an adopted supply plan based prioritized demands, allocations and supply chain constraints
- Unconstrained or constrained priority heuristics

**Deployment Planning**
- Create a deployment plan, adjust other supply proposals and order confirmations based upon prioritized demands, allocations, supply chain constraints, and deployment settings
- Unconstrained or constrained priority heuristics
Supply Chain Control Tower

Detect and notify users of potential disruptions, whilst cause-and-effective analysis and what-if simulations enable users to take effective corrective action and respond rapidly

- **Gain in-depth insights** into Supply Chain. Integrate performance data from various systems and get ONE view
- **Exception management** – Proactive issue resolution through increased visibility and orchestration
- **Fast problem resolution** - Drive fast, collaborative actions within a Team
- **Make Better decisions** - Simulate and compare different options, before making decisions
- **Business Network Collaboration** - Work with external partners for easier and faster planning
Management by Exception
Define Alerts and Manage Resolution

**ALERTS**

- Forecast Bias on product level above threshold
- Forecast Accuracy on product group level below target
- Planned Promotion Uplift is bigger than 50% of baseline demand
- ...
Supplier Collaboration

- Integration with SAP Ariba Supply Chain Collaboration
- Forecast in IBP is send to suppliers who are on-boarded on the SAP Ariba Supply Chain Collaboration platform
- Supplier commits forecast and sends it back to SAP Integrated Business Planning
- Suppliers maintains their stock on-hand in SAP Ariba and this would then get published in SAP Integrated Business Planning
End to End Process Modelling Example

**Strategic & Tactical**
- Financial Plan
- Marketing Plan
- Sales History
- Sales Plan
- Execution Orders
- Sales Orders
- Sales and Shipment History

**Tactical & Operational**
- Consensus Demand Plan
- Supply Targets
- Supplier Forecast Commit (Integration with SAP Ariba)
- Supply Proposals & Product Allocations
- Supply Proposal & Sales Order Confirmation
- Deployment Stock Transfers
- Sensed Demand Plan

**Operational**
- Review Consensus Demand Plan
- Create & Review Supply Plan
- Balance Demand & Supply
- Management Review
- ATP Check
- Real Time Analytics & Exception Handling

**Financial Plan**
- **Marketing Plan**
- **Sales History**
- **Sales Plan**
- **Execution Orders**
- **Sales Orders**
- **Sales and Shipment History**

**Operational Planning & Execution Processes**

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One Harmonized Data Model

All modules are running on the same data model - No need for Data Transformations

Key enabler for more frequent and integrated planning cycles on all levels and across all areas
Solution Demo
Wrap-Up –
What is the Value of the Solution?
Key Aspects of **SAP Integrated Business Planning**

- **Easier**: Focus on profitable decisions
- **Smarter**: Take advantage of strategic business opportunities
- **Faster**: Accelerate revenue and reduce working capital
Key Value Drivers of SAP Integrated Business Planning

- Higher on-time delivery performance: +14%
- Revenue Growth: +1-2%
- Service Levels: +1-5%
- Inventory Turns & Asset Utilization: +5-10%
- Days of inventory: -12%
- Stock-Outs: -29%
End to End Processes with **SAP Integrated Business Planning**

**Strategic & Tactical**
- **Financial Plan**
- **Marketing Plan**

**Tactical & Operational**
- **Sales History**
- **Sales Plan**

**Operational**
- **Execution Orders**
- **Sales Orders**
- **Sales and Shipment History**

**S&OP Process**
- **Review Consensus Demand Plan**
- **Create & Review Supply Plan**
- **Balance Demand & Supply**
- **Management Review**

**Supplier Forecast Commit** (Integration with SAP Ariba)

**Operational Planning & Execution Processes**

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## Hungry for More?
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Gather more information
Quarterly Roadmap Updates


The SAP IBP solution combines capabilities for sales and operations, demand, response and supply planning and inventory optimization – in the cloud.


Whatever the location, budget or learning style of you require, SAP has a learning solution to fit your needs. Check out the IBP options available.

https://training.sap.com/search?q=IBP

The IBP Help Portal provides update-to-date system, product, and application support content and references to steer you in the right direction.

https://help.sap.com/ibp

Learn more about SAP IBP through the numerous events, customer and product webinars we are offering this year and explore past sessions recordings.

SAP Integrated Business Planning Guides, Resources, and Communities

**Influencer**
Join this community to submit and vote on improvement requests, and collaborate with the product team to help us enhance the solution.


**Community**
Stay up to date with the latest Community news, projects, and features. Ask questions and join in the conversation to share information and best practices with your peers.


**Innovation Discovery**
Find the innovations and features that you can turn into tangible value for your business. Use the link to uncover existing and planned innovations for the IBP Suite.

[https://go.support.sap.com/innovationdiscovery/#/innovations/searchid=00109B147E561ED8AC88FDABEE3FFC0CA](https://go.support.sap.com/innovationdiscovery/#/innovations/searchid=00109B147E561ED8AC88FDABEE3FFC0CA)

**Onboarding**
Learn more about the Onboarding process. Here you will find additional information related to provisioning, administration, and integration topics.

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Thank you.

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