### The future of leading companies requires a new supply chain planning paradigm

How can leading companies bring together the advantages of scale and service to deliver on better customer and product experiences? Real-time experience data as well as real-time operational data have become digitally available to predict, plan, and drive goods through the supply chain more sustainably, profitably and just-in-time. Traditional boundaries around planning horizons, cadences and layers of propagation have been replaced with a truly integrated approach for strategically viable and optimized but still highly resilient and responsive supply chains.

- **Customer Centricity**: Put the end consumer in the center of everything you do to better predict demand, improve service and reduce risks.
- **Continuous Alignment**: Bring all stakeholders with their business drivers on one page by tracking all assumptions and improve business outcomes.
- **Plan and Respond**: Plan Demand and optimize resources across the extended supply network. Respond to exceptions and evaluate options.
- **Total Visibility**: Full end-to-end visibility of your internal and external supply chain incl. inventories, production, transportation, risk elements. Connect Business Partners for better transparency and collaboration.

### How does SAP Integrated Business Planning help in todays reality?

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<thead>
<tr>
<th>Control Tower &amp; Intelligent SC Visibility</th>
<th>Inventory Optimization</th>
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<tbody>
<tr>
<td>Detect, Analyze and Act with intelligent exception management across the extended supply chain incl. manufacturers and suppliers to predict and mitigate bottlenecks.</td>
<td>Maximize the efficiency of inventory and working capital and improve customer service levels at the same time.</td>
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<th>Demand Planning &amp; Forecasting</th>
<th>Supply Planning</th>
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<td>Better predict customer needs and market dynamics by leveraging statistical and machine learning algorithms.</td>
<td>Create a feasible and optimized supply plan respecting capacity and material constraints / characteristics to respond to changes.</td>
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<th>Sales &amp; Operations Planning</th>
<th>Demand Driven Replenishment</th>
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<td>Effectively balance demand and supply and attain financial targets and enable cross-functional process orchestration and collaboration.</td>
<td>Embrace DDMRP paradigms and reduce inventory levels across the supply chain with strategic de-coupling points and buffer zone calculations and replenish supply.</td>
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### What are the benefits?

With SAP Integrated Business Planning, leading companies can expect:

- Strategic benefits: increased supply chain agility for faster time to market and increased customer service
- Risk and compliance benefits: better demand predictability and better aligned extended supply chain resources
- Measurable benefits: reduced inventory levels, improved working capital, and lower off-balance-sheet liabilities to protect margins in highly competitive markets

### Why SAP?

SAP is uniquely positioned to help companies achieve a much higher degree of business performance by digitally linking strategic and operational supply chain planning with real-time visibility, response and execution. Embedded optimization of resources and inventories across the supply chain not only decrease working capital, but enable a much more sustainable operation.

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**Key facts**

- **16%**
  
  **Shorter Order Fulfillment Lead Time**
  
  where constrained based supply planning process is run at regular intervals
  
  SAP Performance Benchmarking, n = 271

- **36%**
  
  **Lower Revenue Loss**
  
  due to stock-outs where forecasts are run for combinations of SKUs and inventory locations
  
  SAP Performance Benchmarking, n = 239

**Customers**

- **Merck** makes demand planning more efficient with SAP Integrated Business Planning
- **Lamb Weston** How Can You Satisfy Growing Demand While Sharpening Your Competitive Edge
- **HP Inc.** makes demand planning more efficient with SAP Integrated Business Planning

**Learn more**

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