

### OUR CENTERS OF EXCELLENCE



### OPTIMUM | DEMANTRA

#### DEMANTRA DEMAND PLANNING SOLUTIONS:

- Demand Management
- Trade Promotions Management
- Real-time Sales & Operations Planning

#### LEVERAGE DEMANTRA TO:

- Improve your business modeling
- Develop proactive responses to demand
- Improve volume forecasting
- Master complex planning processes

#### WE KNOW ORACLE'S DEMANTRA DEMAND PLANNING SOLUTIONS

Optimum's Demantra Center of Excellence is comprised of Demand Management and Trade Promotions solution experts that have made Optimum an Oracle preferred Demantra implementer. First and foremost, our consultants are industry veterans with decades of know-how in leveraging enterprise-wide Supply Chain Management and Demand Planning best practices to deliver greater insight across the Demand Value Chain.

Our Demantra practitioners lead the field in understanding how to successfully integrate Demantra's Demand Planning solutions with Trade Promotions (Marketing) for a complete Demand Planning solution. We're able to integrate Demantra solutions with your existing source systems, such as POS, Marketing, Data Warehousing, Inventory, and other legacy ERP systems. From design, planning, and procurement to manufacturing and fulfillment, our expertise lies in solving some of the largest and most complex supply chain challenges facing our clients.

#### BECOME A DEMAND-DRIVEN ENTERPRISE

Manufacturing, Production Planning, Marketing and Sales Forecasting managers can't afford poor forecast accuracy and visibility, poorly designed demand forecasting processes, or hidden cost surprises. Our demand planning strategists and practitioners possess experience with the latest data management, reporting and business communications tools, enabling companies to effectively collect, analyze, and distribute data to their full demand value chain community.

#### IMPROVED DECISION-MAKING

Our knowledge of how to improve information collection by moving the collection points closer to the point of consumption along with improving collaboration, both internally and externally, results in your ability to sense changes faster and more accurately. This leads to better decisions and brings you closer to achieving a true VMI (Vendor Managed Inventory) environment. If you are looking for a comprehensive solution that lets you sense, influence, and proactively respond to demand, look to Optimum as your Demantra implementation partner.