

Is your organization facing the following situations?

- Real Time Sales & Operations Planning (RT S&OP) and DM
- High inventory levels
- Low service level
- Request from customer to manage VMI
- Low inventory turns
- High price protection fund
- Lack of internal communication
- S&OP failure or no S&OP process
- Low forecast accuracy
- TPM
- Over-spend of trade funds
- No promotion profitability knowledge
- High level of deduction
- Unknown spending

Benefits of Demantra

- Continuous visibility of progress toward revenue targets
- Forecast accuracy above 90%
- Reduce out-of-stocks by 50%
- Eliminate excess inventory
- Grow revenue 5-10% by having the right products in the right place at the right time
- Determine ROI from pre-builds and overtime
- Reduce inventory costs
- Global scalability

Oracle Accelerate

ORACLE CERTIFIED ADVANTAGE PARTNER

Oracle Demantra is helping companies harness all of this IT investment to provide managers with tools to develop precise forecasts and revenue plans based on existing demand. Demantra gives managers the ability to continuously monitor performance to plan and make timely adjustments to close the gaps between the demand and supply to meet financial goals.

Our customers typically reduce inventories while increasing service levels. But more importantly they have visibility all the way to the top of “what’s going on” and “how far are they from the plan or over the plan” – since “we predict the impact of today’s business decisions on tomorrow’s business performance.” ■

Enables you to ...

- Capture all your demand in one place
- Increase forecast accuracy
- Automate your sales and operations planning process
- Synchronize your operational plans across org and with real-time data
- Identify key constraints, risks, and opportunities
- Measure performance and drive accountability
- Prevent Trade Overspending before it is too late
- Increase Trade Spend efficiency
- Increase success probability of NPI

Demantra

- Best of breed Demand Forecasting System used extensively in Fortune 500 or Consumer Goods businesses as a general rule.
- Key differentiating features when compared to:
 - Statistical Forecasting
 - Bayesian-Markov Mixed Model Programming
 - Causal forecasting
 - Store level forecasting based on POS data
 - Support for Multiple Demand Streams
 - Consensus Forecasting
 - High-volume Forecasting
 - Workflow, Alerts, and Exceptions
 - Multi-dimensional analysis, reports, and graphs
 - Flexible OLAP Worksheets
 - Manage at any level of time, product and location aggregation
 - New Product Introduction
 - Supports product lifecycle management
 - Chaining capabilities to existing products
 - Shape Modeling
 - Use comparable products demand shapes as input
 - Generate composite new shape and align to actual demand
 - Attribute Based Forecasting
 - Analyze demand for a group of combined attributes
 - Uses business rules for product level modeling
 - Assumption Planning
 - Supports qualitative forecasting
 - Current and past assumptions are modeled

Precise prediction of demand to identify potential problems

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Better optimization of supply enables response

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Results in more profitable revenue

Terillium's Demantra Solution Includes

- Demand and supply review
- ROI-based constraint analysis
- Consensus demand planning
- Financial gap analysis
- Inventory planning
- Sales forecasting
- Attribute-based new product introductions
- Marketing & promotion plans
- Top-down and bottom up plan validation
- Automated exception reporting
- Role-based, configurable Excel like worksheets
- Support for planning in dollars, cases, units with all conversions
- Workflow-based collaboration
- Configurable report builder

Demand Driven Leaders Have

- 15% less inventory
- 17% stronger order fulfillment
- 35% shorter cash-to-cash cycle times

Which translates to:

- 60% better profit margins
- 65% better EPS
- 2-3X the ROA

Why Terillium

- Customer Testimonies
- Certified Advantage Partner
- Global Rollout Experience
- Recognized leader by Oracle
- Deep industry experience with over 100 Certified Consultants specializing in Oracle Products only
- Proven Ability to Execute, focused on repeatable implementation capability for Mid-Market Companies
- Years of experience proven success, focus on client satisfaction

Industry characteristics

- High volume, fast moving products
- Complex distribution networks
- Large numbers of SKUs
- Frequent new product introductions
- Short Life cycle products
- Short Shelf time Products
- Volatile demand and highly promoted products

Real Time Sales and Operations Planning

Supply Chain — Reduce Inventories, Increase Service Level and Visibility

Finance — Identify Budget gaps and Trade Overspending

Executives — Enterprise transparency

Sales Executive — Revenue Projection and Increase Profitable Revenue Growth

Sales — Overspent Prevention, Real-Time Promotion Performance, Maximize \$ spent proactively

Marketing — Plan the right event for the right channel and Campaign ROI analysis

Years of Experience

- Terillium has been here for 15 years
- A solid solution, driven on client requirements, for over 30 years
- Terillium is an Oracle Reseller Winner and an Oracle Titan Award Winner
- Over 200 successful implementations



What some of our clients are saying about Terillium

“One interesting thing about the Demantra solutions that it is part of application and part of platform. The platform allows it to plug into companies’ sales and operations planning process, which tend to be very different from one company to the next.”

— Steve Banker, ARC Advisory, Global Logistics and Supply chain Strategy

“Oracle is serious about building a best-in-class SCM product. ... This makes Oracle a much more serious contender in the SCM market.”

— Lora Cecere, AMR

“The Oracle acquisition of Demantra also will put additional pressure on Oracle rival SAP to improve its demand management and sales & operations planning tools ...but, SAP has a long way to go..”

— Lora Cecere, AMR

“While the solution has greater functionality than existing Oracle solutions it is designed to be complex on the inside, so that it is simple on the outside.”

— Steve Banker, ARC Advisory Group

For More Information

■ Terillium is focused on helping our clients achieve a rapid return on their investments while transforming possibilities into tangible business results. To learn more about how our solutions can help you improve business performance visit www.terillium.com or call us at 513.621.9500.

