



WebConcepts iPLAN



A Partner solution for media and entertainment, CPG, retail
The only Web-based Demand Management solution managing the full, product life cycle.

Partner solution

Target industry

- Media & Entertainment, CPG, Retail

Applications

- iPLAN – Demand Management, Forecasting, Analytics

IBM products

- IBM DB2®
- IBM WebSphere®

Business challenge

Demand Management requires much more than just forecasting, especially in categories where sales velocity and replenishment frequency are very high and the market is driven by a constant flow of new products replacing the old. Media & Entertainment is a primary example of such an industry. When the vast majority of lifetime sales for a new product take place in an exceedingly short window of time, demand planning and forecasting cannot just rely on historical sales, but must take into account numerous complex attributes of the product and the retail distribution landscape. Traditional, statistical forecasting solutions must give way to solutions with modeling and scenario evaluation capabilities coupled with strong analytics and the power to integrate numerous demand signals.

The solution

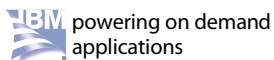
iPLAN is a sophisticated demand management application bringing together powerful tools and techniques for forecasting and product introduction modeling. The solution supports multiple demand streams and extensive use of descriptive attributes for characterizing and grouping products and locations across multiple dimensions, including physical attributes, sales performance and demographics. Advanced demand modeling for new products and repricing scenarios, event-based forecasting, as well as analogous and attribute-based forecasting are all supported in a solution that also delivers sophisticated data analysis and reporting capabilities. Multiple forecasting series permit extensive “what-if” evaluation and scenario planning. Web-based, highly secure and designed for flexibility and ease of use, iPLAN delivers powerful and reliable demand management capability to business users across your organization and trading partnerships.

Value proposition

By providing the ability to effectively forecast and manage demand for your products, iPLAN enables you to not only optimize your inventory investment, but also to move with confidence into a full inventory management relationship with your customers. The visibility of demand influences at every point in the supply chain and the power to predict and shape the demand at retail unlocks tremendous potential for improvements in financial and operational performance for you and your customers.

Company description

WebConcepts develops, markets, installs and maintains world-class e-business solutions for supply chain planning. Our products enable companies to plan and execute production and distribution based on actual demand, reliably factoring in the impact of changes in merchandising and space allocation plans, store assortment shifts, resets and promotions. We provide the means for companies to improve the efficiency of their inventories, increase operational performance and reduce costs.



For more information WebConcepts' iPLAN solution, contact Jim Everett at 1-626-820-8600, Ext. 401 or jim_everett@wcisoft.com.