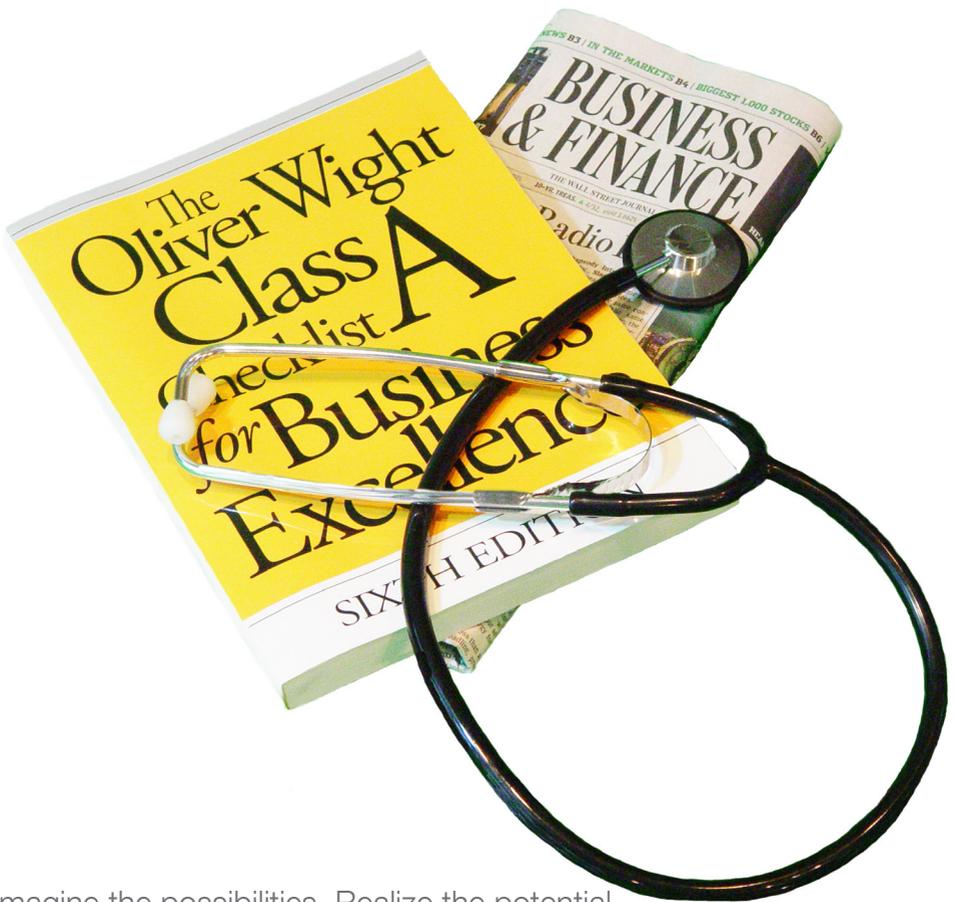


Diagnostic Review for Demand Management

Learn Ways to Improve Your Demand
Management and Execution Processes



Imagine the possibilities. Realize the potential.

The Oliver Wight Demand Management Diagnostic Review

An Oliver Wight team of principals works with your management team to understand your company's strategic and competitive business priorities. Using these priorities, an appraisal of your current Demand Management and Execution processes and procedures is conducted. The current state is compared to best practices as well as our practical experience in developing and executing demand plans in various companies and environments. We also focus on how well the demand plan is integrated with other company planning processes, such as Integrated Business Planning/Sales and Operations Planning, financial planning, and supply chain planning.

The Diagnostic comparison of current practices against best practices leads to identification of gaps. The Oliver Wight team uses this comparison, plus our deep experience in Demand Management, to recommend the necessary steps to close the gaps and, as a result, improve business performance. The evaluation also enables the Oliver Wight team to determine your company's readiness to execute demand improvement initiatives. During the course of the Diagnostic Review, the standards in our *Class A Checklist for Business Excellence* may be used for guidance.

The Oliver Wight team presents its findings and recommendations, blended with a tailored education program, to the leadership team. During the presentation to the leadership team, there is a facilitated discussion on what it means to make the recommended improvements, what it will take to change, and what it means if the status quo is maintained.

The Oliver Wight team that conducts the Diagnostic Review will be comprised of principals with years of experience in Demand Management, both as practitioners as well as being instrumental in delivering results for clients.

Agenda

A Demand Management Diagnostic Review begins with the Oliver Wight team and the appropriate people from within your organization to coordinate and schedule the on-site diagnostic interviews and related activities.



After the schedule has been confirmed, the Oliver Wight team conducts the on-site diagnostic activities. The interview participants will include applicable leadership, management, and commercial (sales, marketing and others) personnel.

Following the interviews, the Oliver Wight team will work off site compiling their findings from the interviews, identifying the gaps between current state and best practices, and formulating the gap-closing recommendations.

The Oliver Wight team will return to present their findings and recommendations from the Diagnostic Review to the organization's

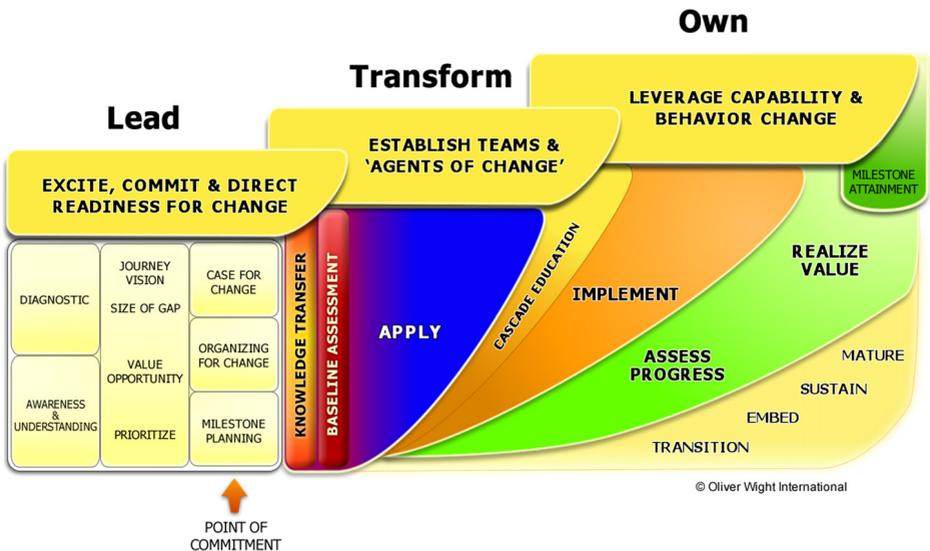
leadership team during a blended education/recommendations session.
 Below are the typical activities that occur as part of a Diagnostic Review:

1. A one-day pre-diagnostic visit to plan and schedule the program and participants.
2. A two-day visit by two (2) Oliver Wight principals.
3. A one-day best-practice education session interspersed with feedback and recommendations from the diagnostic activities.

Deliverables

An Oliver Wight Demand Management Diagnostic Review delivers:

- An analysis of your business processes in its current state relative to best practices in Demand Management (typically a planning horizon of 4 months and beyond) and Demand Execution (typically a planning horizon of 0-90 days)
- A common understanding among the leadership team and functional personnel relative to best-practice concepts, principles, behaviors, and metrics
- Recommendations for closing identified gaps to improve demand performance metrics
- A better understanding of the potential ROI from implementing or improving demand processes



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Oliver Wight has a 40-year track record of guiding business improvement in some of the world's best-known organizations. We believe that sustainable improvement can only be made through your own people. So, unlike other consultancy firms, we transfer our knowledge to you, which means you can achieve performance levels and financial results that last.

Companies seek out Oliver Wight's Demand experts for "another view" of their Demand Management, Planning, and Execution processes for a simple reason: our knowledge of best practices and our practical experience in industry in applying those best practices. So it's not just theory. We know the challenges of engaging the sales force and marketing and the challenges of using a statistical forecast. We know the challenges of agreeing on the demand plan number and the challenges in meeting executive leadership expectations as well as the needs of

the Supply Chain organization. And we don't just tell you what's wrong; we will recommend how to improve your business performance.

Our experience is gained from helping hundreds of companies across most industry segments. During the Diagnostic Review, you will benefit from our outside perspective on what changes and improvements to make that will give you the greatest benefit.



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