# SAP Integrated Business Planning for demand

## How can SAP® solutions enable you to change the game?

SAP Integrated Business Planning for demand combines traditional demand planning techniques, advanced demand sensing techniques and predictive analysis tools to help you drive business value through more accurate demand plans.

## What does this SAP solution help customers do?

<table>
<thead>
<tr>
<th>Demand Sensing</th>
<th>Demand Planning</th>
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<tbody>
<tr>
<td>Refining short-term forecasts to drive better fulfillment and inventory reduction.</td>
<td>Integration of multiple demand streams to provide more accurate forecasts.</td>
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**Robust Statistical Models**

- Time-series and regression based models as well as pre- and post-processing algorithms.

**Exception Management**

- Focus planners on problem materials and identify opportunities for improving the forecast.

**Embedded analytics**

- Create visualizations of any key figure or KPI in the IBP for demand model.

## What are the benefits?

Drive to a more accurate demand plan by:

- Consolidating multiple demand signals to get the best picture of demand.
- Use powerful statistical and pattern-based recognition algorithms.

## Why SAP?

**Social Collaboration** enables rapid forecast refinement and communication.

**What if Scenario Analysis** enables the evaluation of different plans with visibility to immediate impact on customer service and working capital investments.

**HANA platform** enables supply chain visibility and powerful predictive analytics.

## Key facts

- **-12%** Days of inventory for organizations where forecasts are dynamic and updated frequently.

- **-35%** Outbound Expediting (% of transp. Spend) for organizations where forecasts are dynamic and updated frequently.

## Applicable Industries

- Consumer Products
- Chemicals
- High Tech
- Life Science
- Manufacturing

## Learn more

- Product Video
- Product Documentation
- Solution Explorer