



## Multi-Channel Planning with Sell-In / Sell-Through Allocation

*Advanced Collaborative Planning, Forecasting & Replenishment (A-CPFR)*

### The Challenge

As your channels and supply chains continue to grow, extend and become more complex, the lines between traditional products and consumers products blur. Today's "omni-channel" companies must simultaneously manage value-added resellers, traditional distributors, original equipment manufacturers, retailers and direct-to-consumer sales channels. This is forcing companies to develop tools and strategies to adapt to the sophisticated digital consumer who has learned how to effectively harness unprecedented amounts of distribution, pricing and promotion information to upset the balance of power in the industry.

This shift of market power has significantly increased the urgency for manufacturers and their trading partners to **effectively collaborate and develop truly adaptive information-driven value chains**. This need is especially pronounced in supply chains where operations are distributed geographically and responsibility for inventory management is shared across the supply chain, irrespective of ownership.

### The Inspirage iHub Solution

The Inspirage iHub Solution will help you to collect data from distributors, consumers, retailers and suppliers—making it available on a common, consolidated platform. A central aspect of our solution is the enablement of ready-made dimensions and hierarchies to aid in your data analysis. Users can take advantage of pre-packaged configurations, data upload capabilities, and numerous formats for analysis. You can either start using it out-of-the-box or adapt it to your specific needs.

## Our Solution

There is a tremendous amount of interest in developing sustainable **Collaborative Planning, Forecasting and Replenishment (CPFR) solutions**. However, the lack of appropriate systems, leverageable data and effective business processes often leads to the undesirable continuation of disconnected data streams, and poor business decisions driven by the high latency from disparate value chain signals.

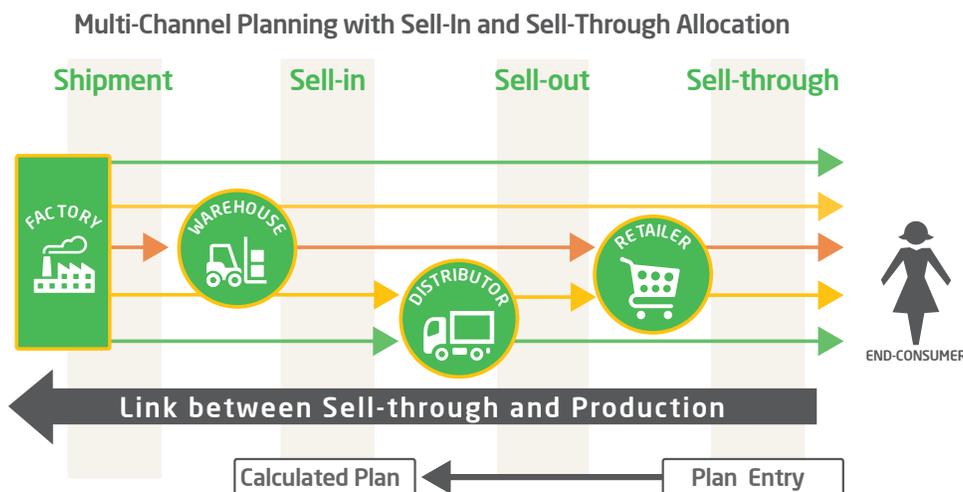
Inspirage's **Multi-Channel Planning Solution** is designed to break down those barriers by providing a robust platform that leverages leading business practices to enable responsive collaboration across trading partners.

Our solution is built on Oracle's best-in-class Value Chain Planning tools and offers a sustainable Advanced CPFR solution that allows our clients to achieve competitive advantage. At its core, our solution enables data exchange and data analysis between manufacturers, contract manufacturers, distributors and retailers. It flexibly supports any defined collaboration process via a system of **predefined workflows, process definitions, data feeds, and exceptions**. You will be able to easily configure these entities to suit your needs. Additionally, you will find prescribed leading business practices in our solution, which readies you to enable and deploy state-of-the-art cross-trading partner collaboration processes. Our solution is highly adaptable, and is robust enough to support a multi-channel distribution model.

## Data Collection and Analysis

**The following inputs are just some of the data elements that can be leveraged across the extended supply chain, irrespective of where the inventory resides:**

- On-hand inventory across the extended supply chain (including distributor inventory)
- Sell-in, sell-through / POS data
- Syndicated data
- Purchase orders placed by end customers
- Self-placed purchase orders with subcontractors and suppliers
- In-transit inventory across extended supply chain
- Netted forecasts at each stage
- And more...



## Tracking Consumption

One of the most challenging aspects of collaborative planning is to track “true” consumption in a fully-distributed environment. The challenge grows sharply as the supply chain extends far beyond the four walls. As a result, you typically no longer have complete visibility and control of your inventory and demand cycles.

Inspirage’s **Multi-Channel Planning Solution** considers all the standard supply and demand entities including ‘Sell-In’ and ‘Sell-Through’ data. This capability allows our clients to actually take a truly “outside-in” view of their value chain network from point-of-sale through procurement and develop an adaptive, demand-driven approach to serving their customers. At each stage of the supply chain you will be able to clearly determine your true demand needs. You will be able to manage and view all of the data required to effectively balance supply and demand with minimal latency across the value chain network. This solution enables data gathering, assimilation and presentation to support effective and timely business decision-making.

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## An End-to-End Collaboration Solution

Inspirage’s unique solution is specifically designed for collaborating with trading partners including customers, distributors, suppliers and others—covering the entire supply chain. This solution is the tool, that when successfully implemented, will support the alignment of people, process and data to transform our clients’ demand-sensing, shaping and supply fulfillment capabilities to the levels required to succeed in this challenging era of the digitally-enabled consumer. Inspirage’s **Multi-Channel Planning Solution** also provides a variety of pre-packaged reports designed to analyze supply and demand across trading partners.

**Learn more about the Inspirage Multi-Channel Planning Solution. We are the experts at helping you translate your value chain vision into measurable business results. Contact us at [info@inspirage.com](mailto:info@inspirage.com) to discuss how we can collaborate to improve these critical capabilities for your company.**

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Inspirage is the integrated supply chain specialist firm solving business critical challenges from design to delivery. The company delivers end-to-end consulting and implementation solutions that link Innovation Management, Supply Chain Management and Logistics Management. Inspirage partners with their customers to break down information silos and optimize performance to accelerate innovation, fuel growth and achieve operational excellence.

## Solution Benefits

- Tracks “true” consumption in a fully-distributed environment
- Allows you to clearly determine true demand needs at each stage of the supply chain and develop more effective replenishment and allocation strategies
- Enables responsive collaboration across trading partners
- Reduces latency in information and decision making across the value chain network
- Execution through a system of predefined workflows, process definitions, data feeds and exceptions
- Facilitates data exchange between manufacturers, contract manufacturers, distributors and retailers
- Enables ready-made dimensions and hierarchies to aid in your data analysis