



6TH DEMAND PLANNING AND FORECASTING FORUM

RE-THINKING DEMAND PLANNING FOR AN
UNCERTAIN SUPPLY CHAIN SCENARIO

POST SHOW REPORT

JULY 16, 2022



ISCM Forums, the event wing of ISCM, hosted “6th Demand Planning and Forecasting Forum 2022”. The practice leaders from some of the leading companies discussed how an integrated technology embedded demand planning function is vital to future-proof end to end supply chain network. A seminar where proficient demand planning professionals congregated to discuss on data-driven demand planning – a crucial factor needs to be focused to plan for challenges in the disruptive scenario. The speakers further highlighted on key threats and interference by various internal as well as external factors and strategies to build a digital supply chain to overthrow these disruptions. The discussion continued on conversation that how companies can take lead in dynamic supply chains by integrated demand planning with real-time data tracing capabilities. The final debate of the seminar was on cross-functional demand planning for better-decisions with bionic supply chains.



EVENT FACTS & FIGURES



100+
Participants



40+
Speakers



4+
Tracks



60+
Companies

HIGHLIGHTS



Theme Address "Philosophy Of Demand Forecasting"

The key note on demand forecasting philosophy headlined the prominent concerns that every companies are unknowingly dealing with lack of forecast accuracy due to unplanned and arbitrary decisions and highly volatile environment. The talk focused on the need to move beyond statistical forecasting and demand management by integrating geographical, geopolitical, economic factors for achieving strategic agility. Further it focused on information distortion that makes forecasting and planning more complex and irrelevant. Companies show leverage cross-functionality and real time data planning to make forecasting more advanced and to align it with strategic plans. It further illustrated that as demand is day by day gaining volatility, the role of analytics is strategic in terms of quick and quality demand planning. Presently, companies forecast and plan their replenishment strategies dependent on the life cycle stage of the product. The talk also touched upon surging growth in e-commerce, companies prioritize their product over their competitors resulting into product proliferation and SKU supplementation without forecasting and planning the current demand scenario. The talk concluded that demand planners should make a firm resolution to fortify their demand planning and forecasting process with relevant and real time data tracking, supply and demand mapping and use of best-fit technology.



Forecast Or Not To Forecast

The first panel exchanged thoughts on leading role of forecasting in unprecedented disruptions. Forecasting needs to keep up the volatile ecosystem with data driven demand planning. Advanced forecasting is a base for identifying the irrelevant factors that disrupt demand planning. Probabilistic forecasting is the key to plan demand more effectively in the face of challenges. Planning with real time data is possible only by building supply chain that is more agile and smart with value added statistical forecasting.

Redefining Planning by Leveraging Technology

The second panel debated on building end to end integration in supply chain by leveraging technology. It's difficult to react more quickly and actively to the changing trends and external factors, the role of technology starts from this phase. Planning demand with customer-centered vision requires technological support across the supply chain. A demand driven-digital supply chain is the future with the changing trends and impulsive consumer behavior. It's time to review, analyze and redefine planning in the right time with the right technology, building a silo-resistant supply chain with collaborative technological planning.



Demand Sensing: Real Time Demand Tracking

The panel focused on extending the visibility in supply chain ecosystem through demand sensing. Most companies fail to sense short term demand in the volatile disruptive scenario. Planning demand with historic data and antiquated software makes planning more complex. Deploying right technology and planning with the accurate and relevant real-time data will make short term planning easier. Planning (short-term) demand with Data sensing makes companies plan better short-term goals, customer segmentation and proactively reacting toward demand signals.



Integrated Business Planning Leveraging Short & Medium Term Planning In The New Normal

Businesses globally are understanding the importance of integrating People, Processes and Technologies. Silos are becoming a thing of the past. Our penultimate panel on "Integrated Business Planning Leveraging Short and Medium Term Planning In The New Normal" discussed the key challenges in the process of integration and outlined the future of Collaborative planning by leveraging demand collection, consensus forecasting, demand management and other S&OP processes.



Building Bionic Capabilities For Demand Planning & Forecasting

The panelists brainstormed on building Bionic capabilities with man and mechanical collaboration. Planning demand needs high level understanding and analysis of the trends in the upheaval scenario. This analysis for better decision making needs manual as well as technological support. The central point of panel discourse was building smart planning capabilities across the supply chain with human-tech collaboration to build a well-connected lean and agile supply chain.

OUR PARTNER

PRESENTING PARTNER



PLATINUM PARTNER



GOLD PARTNER



6th DEMAND PLANNING AND FORECASTING FORUM

16th July 2022 | 8:45 AM | The Orchid Hotel, Mumbai



Dr. Rakesh Singh
ISCM



Rohit Mantri
Tata Motors Ltd



Bijay Rana
NIVEA India Private Limited



Sandip Satapathy
Tata Steel Ltd



Mohneesh Saxena
SS Supply Chain Solutions (3SC)



Ravi Kumar
Johnson & Johnson



Amer Hussain
Jubilant Foodworks Limited



Sreenivas Rao Nandigam
Sun Pharmaceutical Industries Limited



Anirudha Karnataki
CEAT Tyres Limited



Milind Kanetkar
Chainalytics



Rajasekhara Reddy
Glennmark Pharmaceuticals



Lawrence Dsouza
International Flavors & Fragrances, Inc.



Dr. Ravi Prakash Mathur
Dr. Reddy's Laboratories



Nishant Vyas
Kinaxis



Pavan Mundada
General Mills India Pvt Ltd



Lt Colonel Vijay Nair
Reliance Retail Ltd,



Deepak Vazirani
Sketchers



Aniruddh Srivastava
Mahindra and Mahindra Limited



Deeptha Gopal
Hindustan Coca-Cola Beverages Private Limited



Dr Rakesh Sinha
Reflexive Supply Chain Solutions



Swadhin Mishra
Allied Blenders & Distillers Pvt. Ltd



Natasha Chopra
Kohler Co.



Gyandev Boxi
SS Supply Chain Solutions (3SC)



Sunit Mukherji
Shell Plc



Ankur Sharma
Roquette



Shayam Tiwari
Bbraun Medical



Anindita Ray
Hershey India Pvt Ltd



Nimish Jain
Colgate-Palmolive India



Arpit Raj
Godrej Consumer Products Ltd.



Vijay Subramanian
Kinaxis



Manotosh Bhattacharya
Philips



Anjan Sen
UltraTech Cement Ltd.



Anil Damle
Bharat Serums & Vaccines Ltd.



Gaurav Bhatia
Reliance Retail Ltd



Nizamuddin Sayyad
Cummins India Ltd



Keyur Pandya
Thermodisc Scientific



Shrey Sharan
Mondelez International



Sudipto Basu
Virbac Animal Health India Pvt. Ltd.



Viswanathan Rajamanickam
Henkel Adhesives Technologies India Pvt Ltd



VS Girish
ISCM



Shanmukh Singh
ISCM

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MARKETING, MEDIA AND PROMOTION

- The event was promoted using a mix of conventional marketing mix and social media.
- The ISCM outreach touched close to 10,000 technology, logistics and supply chain professionals from the country.
- LinkedIn for each panel and speaker topic, generating additional interest in the event.
- Event highlighted and promoted by our association and media partners of the event in various magazines and digital spaces.
- Conventional marketing included tele calling by a team of two dedicated ISCM staff, and supplemented by the event marketing team.



COMPANIES IN ATTENDANCE



Mark Your Calendar and Book Your Slot now!

**We look Forward to your continued
Support at the next edition of
“7th DEMAND PLANNING AND
FORECASTING FORUM”**

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