Analyze Huge Volumes of Demand Data for Integrated, Real-Time Decision Making

The Best-Run Businesses Run SAP™

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Enhance decision making across your enterprise

With consumer demand constantly shifting, retailers expect their suppliers to respond quickly to new buying patterns. When you can track demand with insight into what's happening on retailer shelves and the market as a whole, you are better able to control inventory costs, capitalize on sales opportunities, boost performance of promotions, and launch new products successfully.

To make well-informed decisions based on up-to-date information, you need a demand management solution that can collect, cleanse, and harmonize demand and market data from both external and internal sources in real time. The solution must be able to analyze this data instantly, at any level of granularity, and present role-based reports and analytics to help managers answer complex questions across your entire enterprise.

The ideal solution can also help you rapidly respond to market insights by adjusting promotions and pricing, moving inventory between distribution centers based on expected sales, or starting new targeted campaigns. The SAP® Demand Signal Management application helps your company capture external market and demand data in near-real time and integrate it with internal business data such as shipment and delivery information. Powered by the SAP HANA® platform, the application can drive better decision making in sales, marketing, your supply chain, and the rest of your enterprise.

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Quickly access, aggregate, and analyze all demand data

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Cleanse, harmonize, and enrich demand and market data

Get a holistic view of your market in real time

Make sales and marketing teams more responsive to demand

As supply chains grow more global and logistics more complex, visibility into market demand becomes increasingly important to meeting that demand and enhancing profitability. To respond effectively to new demand scenarios, you must quickly aggregate and analyze data that is increasing in volume, variety, and velocity. Current relational database technology can be a huge bottleneck, with slow access speeds and programming constraints.

SAP Demand Signal Management can instantly access and analyze massive amounts of data – from external downstream point-of-sale and social-media data to market research and sales information. The breakthrough technology of SAP HANA lets you analyze very large, non-aggregated volumes of data at unprecedented speed. By eliminating the need for aggregated information and materialized database views, in-memory computing tools reduce latency, complexity, and cost.

Drawing on this technology, SAP Demand Signal Management can help you:

- Sense actual demand signals in near-real time
- Quickly spot market trends and deviations
- Respond rapidly to demand fluctuations

Access large amounts of demand data from different sources, analyze it in real time, and respond quickly to market changes and deviations.

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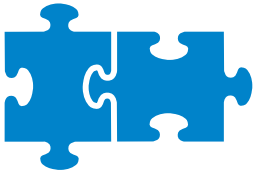
Collecting point-of-sale data can be manually intensive and time consuming. Retailers often use inconsistent and proprietary naming conventions for their products. A single product often has more than one reference code within a single retail store. This can generate errors that can easily multiply and compound across the value chain, and it becomes increasingly difficult to consistently track the product. Other industry-specific practices have also contributed to the complexity and inaccuracy of point-of-sale data over time. This makes it challenging for organizations that want to collect and analyze point-of-sale data for better decision making.

SAP Demand Signal Management can address these issues by checking the quality of incoming data before importing to avoid complex mapping efforts. Tools for data harmonization help ensure that a product with multiple identifiers is mapped correctly with the manufacturer's identifier. The solution then enhances the data with additional attributes before storage.

Automate data collection, cleansing, and harmonization and quickly identify and correct data mismatches.



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Make sales and marketing teams more responsive to demand

SAP Demand Signal Management provides a scalable platform for demand and market data that you can leverage across your entire enterprise as a central source of information for real-time decision making. The application helps you capture point-of-sale demand signals from retailers and integrate them with syndicated market research data and social sentiment indicators to develop a comprehensive view of your market.

You can explore and analyze this data at any level of granularity with state-of-the-art analytics that are role-based and built around specific lines of business and use cases.
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Enhance process efficiency and staff productivity across your enterprise with high-quality demand data.

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Make sales and marketing teams more responsive to demand

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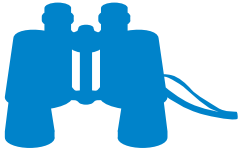
SAP Demand Signal Management is an enterprise-wide platform that you can use across sales, marketing, and supply chain processes. The solution can be integrated with your downstream business processes such as trade promotion management, supply chain management, and customer relationship management.

Your sales force can tap detailed retailer information like promotion compliance, store sales, and stock situations to spot critical issues and deviations – such as stock-outs and price and promotion variations. This can help them prioritize their visits to retailers where there is the most need, tailor promotions to retailer needs, and offer solutions that are more targeted and effective.

Your marketing organization benefits with access to up-to-date promotion data, sales data for new-product launches, consumer sentiment information, and performance data at the individual store level. By closely following product pricing, availability across stores, and social sentiments in real time, marketing managers can quickly adjust pricing, adjust production, or enhance an offer to boost the effectiveness of promotions and launches. The software can also help you optimize replenishment processes and reduce transit and warehousing costs.

Instantly spot out-of-stock situations to reduce lost sales and support the success of new-product launches.



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Strengthen sales, revenue, and relationships with retailers

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When you can collect and analyze real-time granular demand and market data, you can eliminate errors and inaccuracies caused by aggregating large amounts of data that come in different formats and from different sources. And when your entire organization is running on a single source of high-quality demand data, you can also link otherwise disjointed business processes – such as supply chain forecasting, marketing promotions, and sales planning.

Your company becomes a demand-driven enterprise where managers can:

- Sense actual demand and market signals (such as market-share figures and social sentiment data) across your supply chain
- Instantly analyze demand data to spot consumer trends and behavior
- Integrate demand information into all downstream business processes and instantly respond to new demand scenarios

By increasing the effectiveness of trade promotions, improving sales planning, and enhancing forecast accuracy, SAP Demand Signal Management helps you increase sales. It enhances revenue by minimizing out-of-stock situations and facilitating new-product launches.

With customized and targeted trade promotions and product offerings, you can significantly strengthen your relationships with retailers.

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Summary

Powered by the SAP HANA® platform, the SAP® Demand Signal Management application helps you capture external market and demand data and integrate it with internal business data. This can drive better decision making in sales, marketing, your supply chain, and the rest of your enterprise.

Objectives

- Increase visibility into supply and demand using information from both external and internal sources
- Instantly analyze high volumes of demand data from a variety of sources and spot changes in consumer trends
- Take immediate action to prevent stock-outs, sales declines, and other issues

Solution

- A unified, scalable repository for demand and market data
- Integration of POS demand signals with syndicated market research data and social sentiment indicators
- Analysis of data at any granularity
- State-of-the-art analytics for specific lines of business and use cases

Benefits

- Develop deeper market visibility and respond more quickly to demand changes
- Increase sales by monitoring promotion compliance and new-product launches, improving sales planning, and enhancing forecast accuracy
- Reduce revenue lost to stock-outs
- Strengthen relationships with retailers

Learn more

Call your SAP representative today, or visit us at www.sap.com/hana.

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