BUSINESS PLANNING, FORECASTING & S&OP

CONFERENCE: ASIA

WHY ATTEND

- Join the largest gathering of global professionals from every industry with S&OP/ IBP, Demand Planning, Supply Chain, Forecasting, and Analytics responsibilities

- Learn how to bring change to your organization with better Sales & Operations Planning (S&OP)

- Understand how to build Advanced / Predictive Business Analytics capabilities to achieve superior Forecasting & Planning

- Learn how to reach Integrated Business Planning (IBP) excellence by taking S&OP to new heights

- Improve Forecasting & Planning accuracy and bring your organization to best-in-class levels in performance

- Learn step-by-step from lessons learned and case studies shared by well-known global companies

- Get instant feedback on your specific challenges and truly network during our Round-Robin Round-Table Discussions

- Meet other professionals from Sales, Marketing, Finance, HR, Executive Management, and other key functions in the S&OP/ IBP process

- And more

ABOUT IBF

The Institute of Business Forecasting & Planning (IBF) is a membership organization recognized worldwide as the premier full-service provider of demand planning, forecasting, business analytics, S&OP education. We also routinely conduct and offer our members benchmark research, advanced training, industry certification, world-class conferences, and advisory services. Since 1981, the IBF has been helping businesses improve their forecasting and planning performance in an effort to enhance growth, optimize supply chains, and improve their bottom line. It has been said that no other organization on the globe has as much depth in its educational content for Demand Planning & Forecasting as the IBF.

Having some of the world's most well known global companies as its members, the IBF is constantly finding and disseminating better ways to manage demand, improve organizational efficiency, and company performance. By becoming an IBF member, you can ensure that you stay current with proven best practices, link with global professionals facing similar challenges, ascend in your career, and bring your organization to best-in-class levels in performance. The IBF is a pioneer in developing a Demand Planning, Forecasting, and S&OP Certification program that can help boost your credentials, as well as, give management greater confidence in its people. The IBF is known for two levels of certification: Certified Professional Forecaster (CPF®) and Advanced Certified Professional Forecaster (ACPF®).

Institute of Business Forecasting & Planning

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1 Value Driver Or Costly Mistake? Making Sure Forecasting Systems Work For Your Organization

Forecasting tools are very powerful. Advanced modelling, machine learning, R forecasting, textual analysis and Python are all available for us to use in sophisticated forecasting systems. And indeed, a forecasting system is the cornerstone of an effective demand planning process, which is why companies spend significant amounts of time and money on them in the hopes that it will improve forecast accuracy. But does it really add value? Despite the dramatic advances in the technology available to us, a forecasting system by itself will never be enough without a wider plan to implement it, integrate it into a clear process and continually gauge its performance. In this session, we will discuss the right time to implement a forecasting tool, discuss a framework for it to work, selecting a system based on your specific requirements, and how to gauge the effectiveness of a forecasting system once implemented. I aim to leave you with the confidence to invest in software that will add value, instead of being a costly mistake.

You will learn:
- The factors that will make or break the implementation of a forecasting system
- Elements to consider that will increase a forecasting tool's usability
- How to prove if the output of the tool enhances results

Jericho Del Puerto, CPF
Demand Planning Manager
SC JOHNSON

2 Focusing On KPIs Is Holding You Back? How To Segment by Value To Drive Growth

If you're a forecaster, can you say you are a driver of growth? By that I mean, do you go beyond painting a picture of the future to implementing initiatives that create opportunities for growth? If you're looking to truly leverage your role as a Forecaster or Demand Planner, where do you start? In this hands-on session, I will reveal how the Demand Planning team at Shell Lubricants did just that. By moving our focus away from managing KPIs to concentrating on value delivery, our Demand Planning team has evolved from being "forecasters" to "value drivers". The essence of this journey was understanding how a Demand Planner can influence business value and then segment the portfolio to focus on these key value areas. Ultimately, this required a significant shift in the both the core Demand Planning activities and in how we interacted with the rest of the organization. With real life examples from Shell Lubricants, I will leave you with practical tips to implement these changes in your own organization.

You will learn:
- What is meant by 'Value Forecasting'.
- How a portfolio can be segmented based on value.
- The necessary changes to an S&OP process to make this approach work.

Michael Mortlock
Demand Planning Manager - Asia Pacific
SHELL LUBRICANTS

3 Rise Of The Machine: Cognitive Demand Planning For Superior Business Performance

Demand Planning is generally restricted to structured data likes sales orders and historical figures. And that is all well and good, but what about the vast amount of data residing outside the four walls of your organization? Unstructured, real-time data like social media is very valuable if we know what to do with it, but most of us are still unclear how this can work in our own organizations. This hands-on session will discuss the concepts behind leveraging Big Data, the insight it provides, and the required Artificial Intelligence and Machine Learning systems to interpret and analyse it. I will also discuss how the silo approach limits the power of this unstructured data and how to move towards an integrated approach to AI. This is the next big breakthrough in demand planning – come to this session to enter the new era of superior business planning and decision-making.

You will learn:
- How Artificial Intelligence and Machine Learning provide insight for superior decision making
- Simple tools to help your planning right away
- How to structure your organization to deliver the collaborative approach to ensure success.

Gautam H. Kamdar
VP Supply Chain Planning
SCHNEIDER ELECTRIC

4 Fixing Broken S&OP: Best Practices for Implementation and Course Correction

Everyone gets what S&OP is about. We all know the value it can create, who the key stake holders should be in the process, and what needs to be done to implement an S&OP process in a company. Conceptually, it is quite simple. What is surprising is that such a logical, straightforward (and even obvious) concept struggles to deliver the expected results. So where does it all go wrong? In this interactive session, we will discuss what it really takes to implement and sustain an effective S&OP process, examine common pitfalls, and discuss the worst practices that you may have unwittingly fallen victim to. We will drill deep into the three main drivers of successful S&OP: People, Processes, and Technology to give a solid understanding of how it all works. What's more, with valuable advice on corrective action, you will be able to fix problems in your own processes, and even resurrect a dead S&OP process.

You will learn:
- The key drivers of the S&OP process
- What the obstacles to effective S&OP are and how to overcome them
- Corrective action to resolve problems and work towards a better S&OP process

Krishna K. Menon
Capital Inventory and S&OP Manager
SULLAIR AUSTRALIA

5 Managing the Backbone of a Commercial Business: The Replenishment & Forecasting Dragon

This presentation will explain the replenishment business at Nokia and Levi Strauss & Co. Too often, this aspect of a commercial establishment is taken for granted; here it will be clear that replenishment is really the backbone of a business. We will discuss the overall replenishment process, including how to select which SKUs to restock, how to keep the warehouse from being overstocked, how forecasting at a SKU level for the constraint period (C+3 Period) works, what are the demand attributes, how to develop a weekly forward cover strategy for core (replenishment) business, what is involved with trade model stocking, and how to automate the replenishment process. If one learns how to tame the dragon there are huge benefits that can be harnessed.

You will learn:
- Selection criteria of SKU for the replenishment core business
- Warehouse buffer management process
- Auto Replenishment process

Vishal Mankotia
Director of Commercial Planning
LEVI STRAUSS & CO.

LEVI STRAUSS & CO.

6 Easy As ABC: Using ABC/XYZ Analysis To Optimize Inventory And Improve Forecasts

Using ABC/ XYZ analysis is a powerful way to drive improvements in forecast accuracy and inventory optimization. Based on the Pareto principle that a minority of products have a disproportionately large effect on the whole, it aims to identify the 20% of goods which bring 80% of sales. Armed with this information we can then define stability of demand in the market and manage our resources accordingly to meet demand in the most cost-efficient way possible. In this interactive session, I will reveal the basics of this methodology, how to prepare it in Excel with the right calculations, how to interpret the results, and how to put that information into practice. Not only does ABC/XYZ allow us to understand what inventory we need to hold, it also drives improvements in the sales forecast that we can apply to supply planning and warehouse management. It is a simple yet powerful approach to drive serious value as a demand planner, and I aim for you to be able to take this approach home to your own organizations and implement it straight away.

You will learn:
- The basis of ABC/XYZ analysis and its role in improving forecast accuracy and inventory optimization
- A detailed ABC/XYZ calculation method you can use in your own organization
- How to interpret the results to add real value to your company

Aigul Mangibayeva
Former Demand Planning Lead
BEIERSDORF

7

To Be Announced

FORECASTING & PLANNING ROUND ROBIN, ROUND-TABLE DISCUSSIONS

Increase your networking opportunities at IBF's Conference by joining us at our very popular 1-hour Round Robin, Round-Table Discussion session. Take this opportunity to bring up the most challenging questions facing your team, share your own war stories from the field and hear and share best practices. Attend 3 timely and practical topics provided for your professional enhancement. These sessions will add new dimensions to the services you provide your customers, and increase your contact base in the S&OP, demand planning & forecasting community. All experience levels are invited and welcome.

TOPICS:

- **S&OP and CPFR: Internal and External Collaboration**
- **Demand Planning and Forecasting Organizational Design**
- **Analytics, Data Management, and Improving Forecast Accuracy**

Included With Your Conference Registration

1-DAY DEMAND PLANNING & FORECASTING TUTORIAL

9:00 – 12:10

ROLE OF FORECASTING IN THE ORGANIZATION
- Benefits and its impact on supply chain, management decisions, financial plans
- Responsibilities/ Accountability
- Consensus development and management support
- Relationship to other decision and planning processes
- Cross-function participation and involvement

S&OP & FORECASTING PROCESS
- Process design and interfaces
- Cross-functional involvement and consensus building

FORECAST ERROR MEASUREMENT
- Importance of error measurement and analysis
- Sources and remediation of error
- Interpretation and application of error metrics
- Commonly used metrics

DATA MANAGEMENT AND DATA CLEANING
- Data identification and definition
- Structure of time series data
- Data collection and analysis
- Identifying and adjusting for anomalies

12:15 – 13:15

LUNCH

13:20 – 17:00

DIFFERENT TYPES OF FORECASTING METHODS
- Quantitative methods
- Time series Methods
- Cause and effect methods
- Qualitative methods

HOW TO FORECAST WITH TIMES SERIES MODELS – THE MOST WIDELY USED METHOD OF FORECASTING
- Importance of pattern identification
- Time series model development
- When to use time series models
- Advantages and disadvantages of time series
- Event adjustments and when to use
- Underlying assumptions
- Widely used time series methods – averages, naïve model, exponential smoothing, decomposition, trend, seasonal, and other time series methods

NEW PRODUCT LAUNCH FORECASTING
- Challenges of New Product Forecasting
- Opportunity identification and evaluation
- Product lifecycle structure and estimation
- Expected error and accuracy
- MS-EXCEL will be Used for Demonstration Exercises. Bring Along Your Laptop (Optional).

Liezl Smith, ACPF
Senior Consultant
INSTITUTE OF BUSINESS FORECASTING & PLANNING

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Jericho Del Puerto, CPF | *Demand Analytics, Continuous Improvement, Supply Chain Management* | SC Johnson

Jericho currently works as a Demand Planning Manager at SC Johnson. He is passionate about continuous learning and sharing his knowledge in the field of Supply Chain. His key experiences are in demand management, data analytics, sales and operations planning, Supply Chain process management and continuous improvement. Jericho has a wealth of experience in project management and execution, particularly for advance planning systems implementation. He earned his bachelor's degree in Business Economics from Ateneo de Naga University, and is earning his MBA from Ateneo Graduate School of Business.

Gautam H. Kamdar | *VP Supply Chain Planning* | Schneider Electric

In his role as Vice President of Supply Chain Planning, Gautam leads the forecasting and S&OP processes at Schneider Electric. An advocate of innovation and transformational change, he has spearheaded multiple initiatives including Data Mining, Machine Learning, Artificial Intelligence and Natural Language Processing. Holding a degree in Chemical Engineering and an MBA, Gautam started his career in Purchasing at a paints and coatings manufacturer in Mumbai, before transitioning to Supply Planning at Motorola, then a stint at Google before assuming his current role at Schneider Electric.

Aigul Mangibayeva | *Former Demand Planning Lead* | Beiersdorf

Aigul has more than 15 years' experience in supply chain roles, working for various companies. After graduating, Aigul started her career in a purchasing role, before cutting her teeth in Supply Chain Planning at Philip Morris Kazakhstan. She then took a role as Demand Planner at Beiersdorf before moving on to his current role as Supply Chain Manager at an international company where she is responsible for running all Supply Chain, Planning and Logistics processes. Aigul holds a degree in Chemical Engineering from Kazakh National Technical University, an MSc in Supply Chain from Edinburgh Business School, and is currently earning her MBA.

Vishal Mankotia | *Head Omnichannel Inventory Management* | Levi Strauss & Co.

Mr. Vishal Mankotia is a seasoned professional with nearly 25 years of extensive experience in Supply Chain Management & Manufacturing. He has broad capability in commercial business, including supply/demand planning (specializing in retail), order fulfillment, product life cycle management, demand driven forecasting, customer collaboration, trade compliance (EOU & SEZ), procurement, and sourcing. Presently working at Levi Strauss & CO as Director of Commercial Planning, he is responsible to do the following: drive business success, optimize demand planning processes, provide information and technology &decision support, implement S&OP, analyze performance, apply forecasting techniques, adjust demand sensing and shaping, and optimize inventory and seasonal buy. While working at Nokia as a Senior Manager, Mr. Mankotia was responsible for: planning and logistics including production scheduling, procurement and material flow, logistics, and trade compliance. At Tata Tea, Tetley Tea & Tata Coffee, he was responsible for: procurement, commercial planning, operations, and logistics.

Krishna K. Menon | *Capital Inventory and S&OP Manager* | Sullair Australia

Krishna Menon is currently the S&OP leader at Sullair-Australia. Krishna is responsible for the Implementation and improvement of the S&OP process. With well over twenty six years of professional experience working in senior positions in IT & Supply Chain with companies in India, Dubai, UK & Australia, Krishna has become a seasoned veteran with a wealth of knowledge. Krishna is a Graduate in Science with multiple IT Certifcations, a Certified Sales and Operations Planning Professional (CS&OP), and is also Lean Six Sigma Green Belt Certified.

Michael Mortlock | *Demand Planning Manager – Asia Pacific* | Shell Lubricants

Michael is currently Demand Planning Manager – Asia Pacific for Shell Lubricants. He has several years' experience working in various Supply Chain roles, focusing primarily on Supply Chain Planning. His Supply Chain journey has seen him take on positions in multiple industries including Agriculture, Chemicals, Pharmaceuticals and Oil & Gas. During his time as Improvements Manager at Shell, Michael helped deliver ambitious and innovative projects including the rollout of Demand Sensing, Integrated Business Value and, most recently, Value Forecasting. Before joining Shell, Michael worked as Supply Chain Manager for Goodyear.

Liezl Smith, ACPF | *Senior Consultant* | Institute of Business Forecasting & Planning

Liezl Smith is Senior Consultant with the Institute of Business Forecasting & Planning. She provides training and consulting services to large organizations such as Nampak (various operating companies), Omnia (Protea Chemicals, BME), IMS Engineering, Telkom, JDGroup, Transnet, Saint Gobain, Omnia Group, UTi, TFD, Nativa, Afrox and in the Food & Beverage Industry Cadbury-Schweppes, Tiger Brands, Distell. Her passion for Forecasting, Demand Planning, S&OP, and Supply Chain Management is evidenced in the training, implementation and optimization services she supplies in the field. Liezl has implemented and supported APS software systems, including Manugistics Demand and Supply (JDA), Oracle's Demantra Demand, and Numetrics Supply and Scheduling packages. Liezl is past President of the Board of Directors of SAPICS, the Association for Operations Management in South Africa. Additionally, she is a judge on the panel of the Logistics Achiever Awards that has been recognizing excellence in logistics and supply chain management for the over 20 years. Liezl holds a B.S. in Industrial Engineering and CPIM, CIRM and CSCP certifications through APICS. She is an IBF Advanced Certified Professional Forecaster (ACPF). Liezl plays the viola in the Pretoria University Symphony Orchestra.

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- Save time and resources as IBF certified individuals are pre-qualified, allowing you to quickly identify the right person for a forecasting/demand planning job
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- Increase the value of your forecasting and demand planning staff, department, and company
- Save time and resources in training — CPF or ACPF professionals already have a verified body of knowledge

GET CERTIFIED AFTER THE CONFERENCE! Please visit www.ibf.org for additional exam dates and locations.

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Fundamentals of Demand Planning & Forecasting

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WEDNESDAY | 21 MARCH 2018

Time	Session
07:00 – 08:00	**MORNING REFRESHMENTS & REGISTRATION**
08:00 – 08:10	**WELCOME & OPENING REMARKS**
08:10 – 09:05	**1 Value Driver Or Costly Mistake? Making Sure Forecasting Systems Work For Your Organization** Jericho Del Puerto, CPF	*Demand Planning Manager*	**SC Johnson**
09:10 – 10:05	**2 Focusing On KPIs Is Holding You Back: How To Segment by Value To Drive Growth** **Michael Mortlock**	*Demand Planning Manager-Asia Pacific*	**SHELL LUBRICANTS**
10:05 – 10:20	**MID-MORNING BREAK	VISIT WITH EXHIBITORS**
10:20 – 11:15	**3 Rise Of The Machine: Cognitive Demand Planning For Superior Business Performance** **Gautam H. Kamdar**	*VP Supply Chain Planning*	**Schneider Electric**
11:20 – 12:15	**4 Fixing Broken S&OP: Best Practices for Implementation and Course Correction** **Krishna K. Menon**	*Capital Inventory and S&OP Manager*	**Sullair Australia**
12:15 – 13:15	**LUNCH**
13:15 – 14:10	**5 Managing the Backbone of a Commercial Business: The Replenishment & Forecasting Dragon** **Vishal Mankotia**	*Head Omnichannel Inventory Management*	**Levi Strauss & Co.**
14:15 – 15:10	**6 Easy As ABC: Using ABC/XYZ Analysis To Optimize Inventory And Improve Forecasts** **Aigul Mangibayeva**	*Former Demand Planning Lead*	**BEIERSDORF**
15:10 – 15:30	**MID-AFTERNOON BREAK	VISIT WITH EXHIBITORS**
15:30 – 16:25	**7**
16:30 – 17:25	**9 Round Robin Roundtable Discussion**

THURSDAY | 22 MARCH 2018

Time	Session
08:00 – 09:00	**MORNING REFRESHMENTS & REGISTRATION	VISIT WITH EXHIBITORS**
09:00 – 12:00	**1-DAY FUNDAMENTALS OF DEMAND PLANNING & FORECASTING TUTORIAL** **Liezl Smith, ACPF** *Senior Consultant* **INSTITUTE OF BUSINESS FORECASTING & PLANNING**
12:00 – 13:00	**LUNCH**
13:00 – 16:00	*(continued)* **1-DAY FUNDAMENTALS OF DEMAND PLANNING & FORECASTING TUTORIAL**

CONFERENCE CONCLUDES

FRIDAY | 23 MARCH 2018 | EXAM DAY   8:30 – 16:30 | IBF CERTIFICATION DAY | CPF & ACPF   GOOD LUCK!

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