

Practitioner Planning Schema

	Demand: Quantities fixed at customer	Demand: Quantities variable at customer as $f(\text{promotion})$	
Supply Chain: Costs & Quantities fixed within supply chain	<p>FINANCIAL PLANNING and Analysis (FPA)</p> <ul style="list-style-type: none"> • IBM (Cognos, Clarity) • SAP (Business Objects) • Infor (Geac) • Oracle (Hyperion) • SAS • Beyond Budgeting Roundtable (rolling forecasts) • Microsoft • Adaptive Planning • Longview • Prophix • Carpio • Targetik • Alight Planning • River Logic • Whitebirch <p>SALES & OPERATIONS PLANNING (S&OP)</p> <ul style="list-style-type: none"> • JDA • Steelwedge • Kinaxis • Oliver Wright 	<p>SALES PLANNING (Sales Resource Optimization)</p> <ul style="list-style-type: none"> • Zs Assoc • IMS Health • NPV Marketing • Symphony Marketing • Mkt Share Partners 	<p>MARKETING PLANNING (Mix Modeling)</p> <ul style="list-style-type: none"> • Marketing Management Analytics • Hudson River Group • Analytic Partners • Marketing Analytics • Mkt Share Partners • Think Analytics • Polaris Research • et al.
Supply Chain: Costs variable within supply chain as $f(\text{quantity})$	<p>SUPPLY CHAIN NETWORK DESIGN</p> <ul style="list-style-type: none"> • INSIGHT • Ilog • i2 • Infor • Llamasoft 	<p>Annual Optimized Income Statement Plan</p> <p>Strategic Optimized Income Statement Plan</p> <ul style="list-style-type: none"> • INSIGHT 	