Practitioner Planning Schema

	Demand: *Quantities fixed at customer*	**Demand**: *Quantities variable at customer as ƒ(promotion)*	
Supply Chain: *Costs & Quantities fixed within supply chain*	**FINANCIAL PLANNING and Analysis (FPA)** • 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 **SALES & OPERATIONS PLANNING (S&OP)** • JDA • Steelwedge • Kinaxis • Oliver Wright	**SALES PLANNING** (Sales Resource Optimization) • Zs Assoc • IMS Health • NPV Marketing • Symphony Marketing • Mkt Share Partners	**MARKETING PLANNING** (Mix Modeling) • 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 ƒ(quantity)*	**SUPPLY CHAIN NETWORK DESIGN** • INSIGHT • Ilog • i2 • Infor • Llamasoft	**Annual Demand-Driven Planning** **Strategic Demand-Driven Planning** • INSIGHT	