

## Demand-Driven Plan (DDP) Value Proposition: Summary

The Demand-Driven Plan's (DDP) value proposition is simple: By adding a DDP to your current suite of annual planning applications (e.g., finance, operations and sales/marketing), it is assured **that all the profit that would have otherwise been left on the table is identified.**

The projected income statement developed by the EMP includes:

- 12 monthly forecasts that are maximally profitable
- The associated supply chain that is optimally:
  - feasible to make and fulfill the new forecasts
  - sustainable

The EMP also:

- maximizes the ROI of total sales and marketing expenditures
- is non-disruptive to any of the currently installed annual financial, operational or sales/marketing planning applications
  - which are still required for near-term tactical planning (e.g., weeks) and execution (e.g., days, hours)
- assures
  - all the currently installed planning applications are aligned to the maximally profitable forecast
  - all the functional silos are harnessed to the maximally profitable forecast
- is integrated with the strategic plan
- works