

Sell	Deliver	Make	Source	Service
Q and \$ Strategic Enterprise Master Plan (t = strategic horizon, with yearly detail) Same optimization and model structure as EMP				
Q and \$ Enterprise Master Plan (EMP) (t = first planning year, with 12 months of detail) Supply Chain and Forecast optimized, simultaneously				

Marketing Planning	Sales and Operations Planning			Supplier Development		Business Performance Management (BPM)				
• Demand as Dependent Variable of 4 Ps	Compliments to Lora Cecere, President, Supply Chain Insights					Compliments to Craig Schiff, President BPM Partners				
• Promotion Sales and Marketing	Demand Planning	Distribution Requirements Planning	Tactical Supply Planning	Procurement Contract Management	Contract Management and Warranty Planning	Forecasting	Dashboards	Financial Consolidation and Reporting	Operational Analytics	
	• Revenue Management and Pricing	Demand Execution and Forecast Value Added Analysis	Deployment Planning	Production Planning	Materials Management	Service Execution	Budgeting	Scorecards	Governance	Profitability Optimization
							Planning (Financial Planning & Analysis (FP&A))	Risk	Compliance	
• Contract Managment (Product)										
• Place (n/a)	Demand Sensing and Demand	Supply Sensing and Supply Execution				• cash flow				
Marketing Execution	Available-to-Promis (ATP) Functionality					• balance sheet				
	Order Management	Warehouse Management	Digital Manufacturing	Supply Visibility	Warranty Execution	• projected income statement				
		Transportation Execution	Manufacturing Execution	Supplier Network Collaboration						