

Sell

Deliver

Make

Source

Service

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	
										• cash flow
• Place (n/a)	Demand Sensing and Demand	Supply Sensing and Supply Execution			• projected income statement					
Available-to-Promis (ATP) Functionality										
Marketing Execution	Order Management	Warehouse Management	Digital Manufacturing	Supply Visibility					Warranty Execution	
		Transportation Execution	Manufacturing Execution	Supplier Network Collaboration						