**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**](http://enterprisemasterplan.com/roi/it-works/why-epm-works/) **that** **all the profit that would have otherwise been left on the table is identified**. **It is further assured, it will never happen again.**

The projected income statement developed by the DDP includes:

* 12 monthly [**forecasts that are maximally profitable**](http://enterprisemasterplan.com/roi/forecasting/)
* The associated supply chain that is optimally:
  + feasible to make and fulfill the new forecasts
  + [**sustainable**](http://enterprisemasterplan.com/roi/emp-sustainability/)

The DDP also:

* [**maximizes the ROI**](http://enterprisemasterplan.com/roi/other/sales-and-marketing-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**](http://enterprisemasterplan.com/roi/emp-tacticalstrategic-planning/)
* [**works**](http://enterprisemasterplan.com/roi/it-works/results/)