

Sell	Deliver	Make	Source	Service
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Strategic Network Design					
	Sales & Operations Planning (S&OP)				Supplier Development
Demand Translation & Demand Orchestration					
1.Revenue Mgmt & Pricing  2.Promotion Management (Marketing mix modeling & Sales resource Optimization 3. Contact Mgmt	Demand Planning	Distribution Requirements Planning	Tactical Supply Planning	Procurement Contract Management  Material Requirements Planning	Contract Management and Warranty Planning  Service Parts and Labor Planning
Market Execution	Demand Execution and Forecast Value Added Analysis	Deployment Planning  Transportation Planning	Production Planning	Materials Management	Service Execution
Demand Sensing and Demand Execution		Supply Sensing and Supply Execution			
Available-to-Promise (ATP) Functionality					
Demand Visibility  Channel Partner Network Collaboration	Order Management	Warehouse Management  Transportation Execution	Digital Manufacturing  Manufacturing Execution	Supply Visibility  Supplier Network Collaboration	Warranty Execution