

Demand and Supply Planning

Integrated procurement, production and distribution planning is key to synchronize your supply chain activities. The ICON solution for demand and supply planning provides you with a single constraint-based plan enabling you to fulfill customer orders in a fast, efficient and reliable way. As an extension to your ERP system ICON provides you with a flexible, customized solution.

The Solution: Reliable Plans and Synchronization of Complex Networks

ICON provides the flexibility, scalability and speed to create a single plan, bound by materials and capacity constraints, and to synchronize all members of the supply network.

The focus of the ICON solution is to optimize your supply for a short- to medium-term planning horizon.

The Challenge: Unrealistic Plans, Shortages, Excess Inventories

Planning the supply chain is a complex process that must contend with volatile demand, constrained materials and capacities, long planning cycles and extensive manual effort. In many cases, manufacturers simply load demand, plan using fixed supplier lead times and then chase short materials. As a result, plans are unrealistic with different points in the supply chain getting out-of-sync causing both shortages and excess inventories.

„Due to the complexity of our US notebook business we need a robust planning solution to enable us to better serve our customers. ICON filled this need. We can now plan our entire business more successfully.“

Hewlett-Packard



ICON manages forecast consumption by orders and runs an initial unconstrained material resource plan (MRP) to generate gross requirements, which are shared with suppliers. Based on the supplier commits and demand priorities, ICON then calculates a constrained MRP that allocates capacity and supply to meet demand. With ICON you can peg shortages to constrained demand (and vice versa) and see excess inventories across the supply chain.

The Benefit: Flexibility, Reliability and Efficiency

Different from typical planning tools, ICON provides the speed, visibility and flexibility required to frequently and accurately plan across your supply chain. ICON shortens the planning cycle times by up to 50 to 75%. And, what is more, you can be sure that all conditions in your supply chain are considered in your plan for every node at every time. Based on realistic information you can make fast and precise customer acknowledgements - and you will meet them.

Furthermore, ICON provides future visibility to avoid potential excess and obsolete inventory liabilities due to proposed demand plans.

Your benefit:

- Reduce supply chain inventory while increasing responsiveness and reliability
- Anticipate and avoid excess inventory liabilities
- Reduce planning cycle time and increase planner efficiency
- Reduce shortages through improved visibility and supplier collaboration

Planning at a glance:

- Integrated and consistent procurement, production and distribution planning
- Reliable plans considering material and capacity constraints
- Fast and accurate actualization
- Synchronization of all members in the supply network
- Quick and accurate acknowledgements (Available-to-Promise)
- Scalability and easy integration

Proven results:

- Reduce inventory
- Increase schedule reliability and responsiveness
- Shorten planning cycle time by up to 50-75%
- Avoid potential excess and shortages

ICON Supply Chain Management

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