

*Webinar on*

# **DDMRP – What Is It?**

# Learning Objectives

- What is the core problem with traditional planning?*
- Why does traditional planning not work in today's VUCA world?*
- The 5 steps of DDMRP*
- Sample case studies and results*

Demand Driven Material Requirements Planning is a proven method across a wide array of industries. It is quickly being adopted by a wide variety of leading companies across the world.

**PRESENTED BY:**

*Carol Ptak is currently a partner with the Demand Driven Institute and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. She served as Vice President and Global Industry Executive for Manufacturing and Distribution Industries at PeopleSoft where she developed the concept of demand-driven manufacturing (DDM).*

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

# Webinar Description

Companies are facing an ever more increasingly complex environment coupled with increasing marketplace volatility. This is causing companies to strive to be more flexible and responsive by streamlining both planning and execution. In addition, companies are attempting to conserve the use of their valuable resources. Instead of investing in products prematurely that then creates an inventory that may not be demanded, companies must be able to use its resources to produce only those products that will be actually demanded by their customers. But how can a company transform into an agile demand-driven enterprise capable of staying ahead of today's hypercompetitive market?

Demand Driven Material Requirements Planning is a proven method across a wide array of industries. It is quickly being adopted by a wide variety of leading companies across the world. It is intuitive, pragmatic and transparent. It is nothing short of a revolution in supply chain planning.



Demand Driven Material Requirements Planning is a formal multi-echelon planning and execution method to protect and promote the flow of relevant information through the establishment and management of strategically placed decoupling point stock buffers. DDMRP combines some of the still relevant aspects of Material Requirements Planning (MRP) and Distribution Requirements Planning (DRP) with the pull and visibility emphases found in Lean and the Theory of Constraints and the variability reduction emphasis of Six Sigma. These elements are successfully blended through key points of innovation in the DDMRP method. DDMRP is the supply order generation and management engine of a Demand Driven Operating Model (DDOM). DMRP can best be summarized as...Position, Protect and Pull.



# Who Should Attend ?

*Director*

*Vice President – Supply Chain Management*

*Vice President - Operations*



# Why Should Attend ?

*Companies are facing an ever increasingly complex environment coupled with increasing marketplace volatility. This requires companies to strive to be more flexible and responsive by focusing on flow, streamline both planning and execution, and attempt to conserve the use of their valuable resources. Instead of investing capacity, cash, and space into items prematurely, a company must be able to use its resources to produce only those products that will be actually demanded by their customers. How can a company transform into an agile demand-driven enterprise capable of staying ahead of today's hypercompetitive market?*

*Using an innovative multi-echelon Position, Protect, and Pull methodology, DDMRP helps plan and manage inventories and materials in today's more complex supply scenarios, with attention being paid to ownership, the market, engineering, sales, and the supply base. This method enables a company to decouple forecast error from supply order generation and build in line to actual market requirements and promotes better and quicker decisions and actions at the planning and execution level. DDMRP is already in use by MAJOR Global 1000 companies.*

To register please visit:

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