



Putting Intelligence in the Network™



SUPPLY CHAIN
...FUSION

LOGIC
MICROSYSTEMS
Knowledge-based
Processors

CRM and Demantra Implementation



- **Mahesh Ravoori**
 - Director of Information Systems
- **Anh Nguyen**
 - Supply Chain Fusion
- **Duane Hardacre**
 - Supply Chain Fusion

Agenda



- **Introductions**
- **SCF & Netlogic Microsystems Profiles**
- **Business Drivers & Key Objectives**
- **Key Design Decisions**
- **Forecast Process & System**
- **Implementation Methodology & Schedule**
- **Lessons Learned**
- **Next Steps**

What Makes This Session Interesting?



Continuing to be on the leading edge:

- **One of first Demantra implementation to integrate customer master data and quote information from CRM On Demand to Demantra**
- **Easy, Seamless extension of the solution for 3rd party rep firms to access Demantra without having to be authenticated on the network**
- **Demantra mobile solution for viewing on the go!**

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At A Glance.....

Who We Are

- **Specialized** consulting firm focused on leading edge supply chain processes & metrics
- **Process experts** with the real-world **industry experience** and **system “know-how”** to drive process and organizational change through successful implementations
- Through years of experience, developed a **progressive methodology** fusing people, process and technology to accelerate implementations without compromising quality

What We Do

- Enable **supply chain processes** through **Oracle Value Chain Technology**
- Add value at any or all stages: Strategic road-mapping, assessments, Project Mgt., full implementations, and/or support

Our Mission

*Drive the right supply chain solutions with our clients by providing unparalleled professional services with consultants who have real **industry** and **process** experience and understand how **systems** can be **properly** leveraged to drive metrics and add the desired **value**, and change.....**Where Strategy Meets Execution.***

Oracle " Value Chain " Specific Capabilities Assessment

Oracle Value Chain Modules	Experienced  Expert
<i>Demantra DM, AFDM and S&OP</i>	
<i>Demantra Predictive Trade Planning (Promotions)</i>	
<i>Demantra Trade Promotion Optimization</i>	
<i>Inventory Optimization (IO)</i>	
<i>Strategic Network Optimization (SNO)</i>	 **
<i>Advanced Supply Chain Planning (ASCP)</i>	
<i>Production Scheduling</i>	 **
<i>Manufacturing Operations Center (MOC)</i>	
<i>Demand Signal Repository</i>	
<i>Spare Parts Planning</i>	
<i>Collaborative Planning (VMI, CVMI, iSupplier)</i>	
<i>Global Order Promising (GOP)</i>	
<i>Advanced Planning Command Center (APCC)OBIEE</i>	
<i>Rapid Planning</i>	
<i>Order -to-Cash, Purchase-to-Pay, Manufacturing and Distribution EBS Modules</i>	

In Addition....

- Solution Architect / Strategic Systems Road-Map
- Solution and Process Map to Required Value Chain modules
- Solution and Process Map to Required EBS Mfg and Distribution modules
- Solution / System ->Process Optimization

What Separates SCF.....

- **Award Winning Referenceable Implementations** (Process & Technology)
 - Pioneer of the Year
 - Aberdeen Group: SCF process design resulted in the client being a finalist for the “**Supply Chain Process Excellence Award**”
 - Solution featured in a “Logistics Viewpoints” Article by the ARC Advisory Group.
 - Solutions presented at the Open World conference 2006-to-present
 - Solutions / Clients have presented at OAUG and CES (Consumer Electronics Show)
- **Accelerators:** Proven design templates, industry best practice process templates, and training tools & content all wrapped into a methodology framework that allows rapid design-to-implementation without compromising on quality
- **Strategic** “Value Chain” **partner** for Oracle, allowing us to leverage our access to development, value chain resources and the PMO office
- “**Well Oiled Machine**” Due to the extensive experience our consulting team has working together, we bring an immediate **Synergy, Chemistry** and **Cohesiveness** to the project team
- **Passion & Focus.....**This is what we do, This is all we do! Just ask our clients.

What Separates SCF.....

- **Acknowledged leaders in Best Practice Processes and Change Management**

- Demantra
- Advanced Supply Chain Planning
- Collaborative Planning (**VMI, Consignment**) & iSupplier


Gartner

Research

Publication Date: 24 June 2010

ID Number: G00200437

Which Service Providers Can Help You Get More From Demantra Demand-Management Investments?



Provider	Service Delivery Models		IT Services	
	On-Premise ¹	BPO ²	Functional	Technical
Supply Chain Fusion	√		√	√



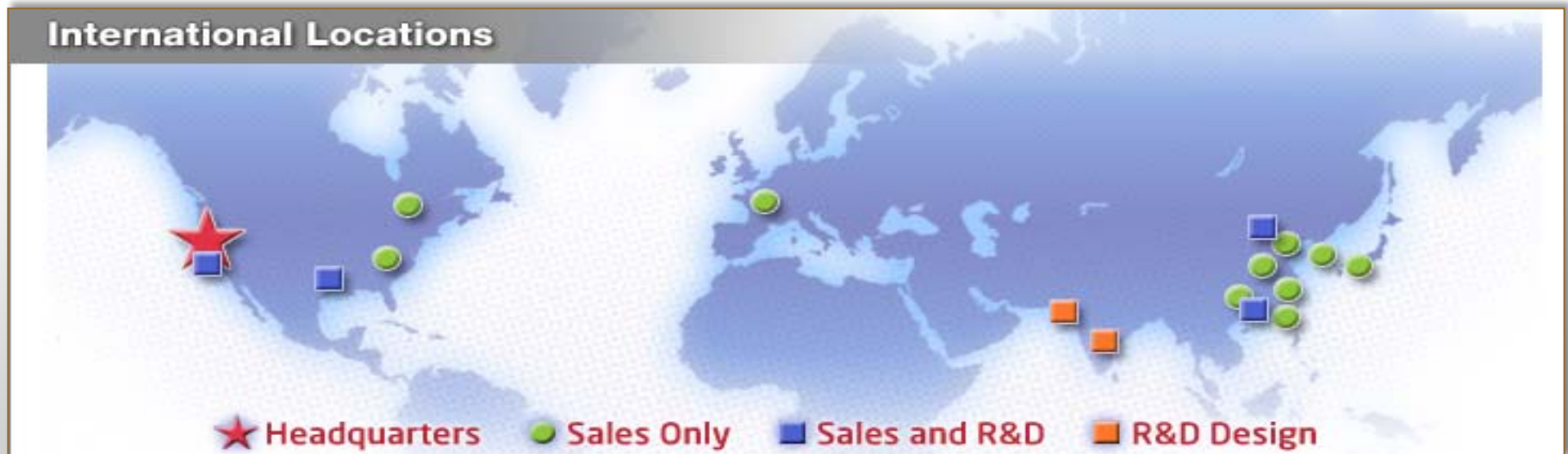
Provider	Business and Organizational Consulting		
	Overall Program Mgmt.	Best Business Practices	Org/Change Mgmt.
Supply Chain Fusion		√	√

- **Worldwide leader in intelligent semiconductor solutions that are powering next-generation Internet networks.**
- **Best-in-class products perform highly differentiated tasks of accelerating complex network traffic to significantly enhance the performance and functionality of advanced 3G/4G mobile wireless infrastructure, data center, enterprise, metro Ethernet, edge and core infrastructure networks.**
- **Market-leading portfolio includes high-performance Multi-Core Processors, Knowledge-based Processors, Content Processors, Network Search Engines, Low-Power Embedded Processors and high-speed 10/40/100 Gigabit Ethernet PHY solutions.**
- **Voted Most Respected Emerging Public Semiconductor Company by Global Semiconductor Alliance (GSA) for two consecutive years, 2010 and 2009**

Netlogic Microsystems Offices



- Corporate Headquarters
 - Santa Clara, CA
- Sales and R&D Offices
 - US-Santa Clara & Austin
 - Europe-France & Sweden
 - Asia-Taiwan, China, Korea, Japan & India



Business Drivers

- **Forecast update process was heavily manual**
 - Combination of Excel and system
- **No ability to analyze and compare data real-time**
 - Forecast and actuals were in two different systems
- **No process or system to for incorporating Opportunities and forecast**
- **No on-line collaboration**
- **Current system not scalable for growing business**
 - No automation
 - No ability to define security by user type

Key Objectives

- **Implement Oracle Demantra to support a new demand forecasting process resulting in a consensus forecast**
- **Reduce effort and cycle time of monthly forecasting**
 - Consolidate the data into Demantra; minimize manual touches; replace Excel
 - Optimize functional inputs (versus multiple forecasts)
 - Define roles and responsibilities, role clarity
- **Provide a revenue and margin forecast**
- **Create a demand-driven forecasting process**
 - Repeatable, sustainable, and scalable
 - Reduce dependence on judgment forecasts
 - Support both tops-down and bottoms-up perspectives in the forecasts
 - Process metrics to measure quality and efficiency
- **Create forecast accuracy metrics to measure forecast performance**
- **Provide access to 3rd party rep firms for integration into the forecast process**

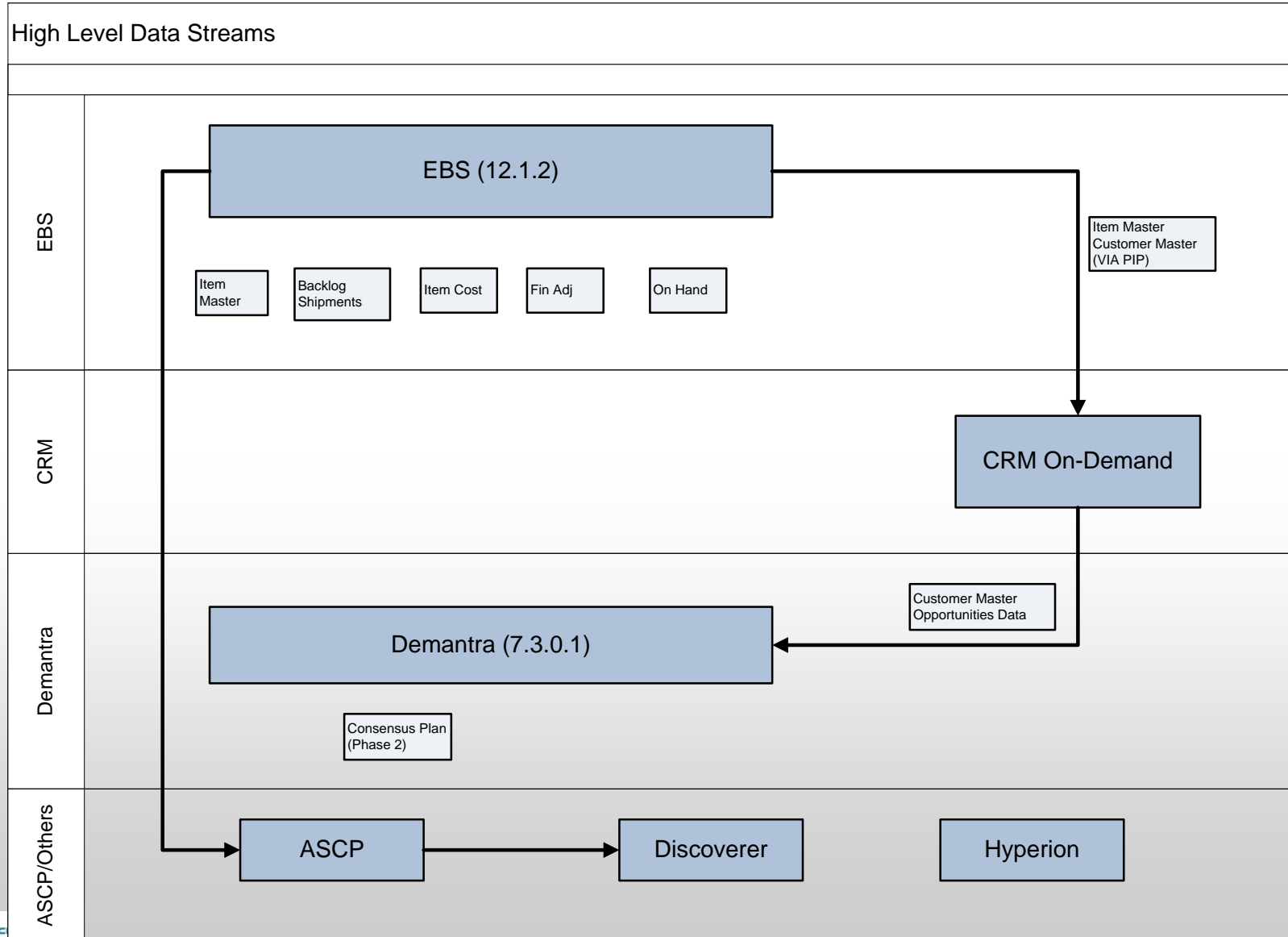
- **Establish sales, sales upside, financial, and consensus forecast process**
- **Product master data integration from Oracle EBS to Demantra**
 - Part number is interfaced into both CRM On Demand and Demantra from EBS
- **Customer master data integration from CRM On Demand to Demantra**
 - End customer is interfaced from EBS to CRM On Demand
 - End customer locations, sale persons, territory, opportunity ID is interfaced from CRM On Demand to Demantra
- **Opportunity ID is the for the data between CRM On Demand and Oracle EBS in Demantra**

Key Design Decisions



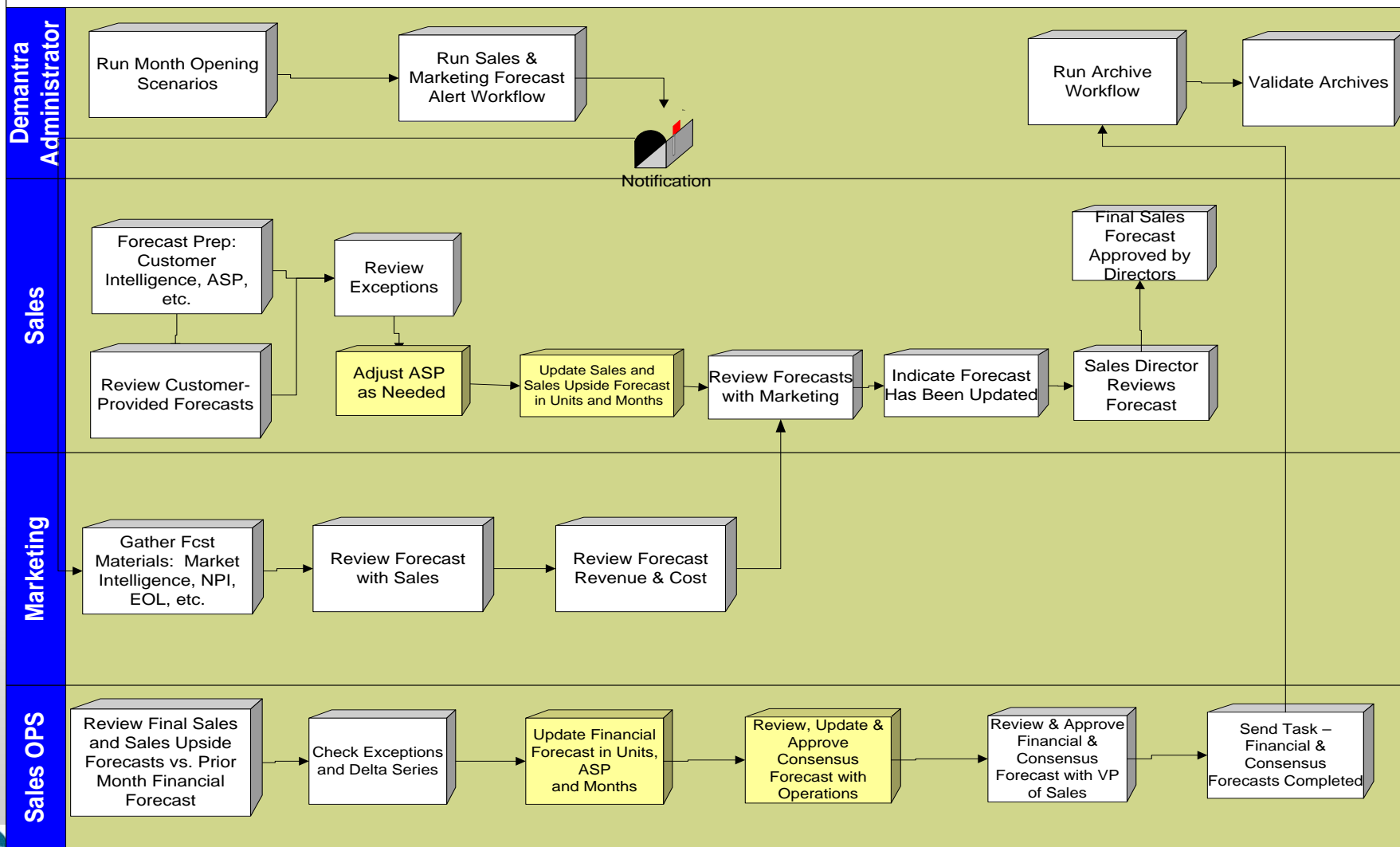
- **Model forecasting at opportunity ID, part number, and end customer**
- **Establish security settings via series and aggregation levels**
- **Archiving 12 months of forecast for all**
- **Forecasting rolling 18 months horizon**
- **Establish metrics for forecast accuracy, forecast error, and MAPE for forecast sets**

Integration Blueprint



Forecast Process

NetLogic: Forecasting Process



System Process Walkthrough: CRM On Demand- Opportunity



[Home](#) [Accounts](#) [Opportunities](#) [Rep Firms](#) [Contacts](#) [Reports](#) [Dashboard](#)

Opportunity Detail: [Back to Opportunity List](#) [Edit Layout](#) [Help](#) [Printer Friendly](#)

Opportunity Details

New

Edit

Copy

Delete

Coach

0

[-] Key Opportunity Information:

Account

Opportunity Name

Parent Account

Owner [Jeanette C](#)

Global Sales Person [Jeanette](#)

Submission Status

Submission Date

Approval Status

Approval Date

Rejected Date

Sales Stage **Closed/Won**

Probability % **100**

Design Win Date **1/1/2001**

Revenue

Forecast Request ☒

Approved Forecast ☒

[-] Sales Detail Information:

[-] Additional Information:

[-] Comments:

[-] Part Numbers

Add

Update Opportunity Totals

Part #	Product Family	Units Per Board	Total Annual Board Volume	Target Unit Price	Revenue	Owner
Edit ▼ NLN5E70032-66BGC	70K	1	1			Mary Linda-Chan

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System Process Walkthrough: Demantra – Sales Fcst Update



Sales and Operations Planning

File Worksheet Edit View Options Data Help

20 Fields Sales ECA/PR_PN Update FC M

End Customer Account - Progra... DELL - Lighthouse 10G SPF+

Part Number	Series	Ship U	BL CSD U	Fcst Cust VO	Fcst Cust CM VO	Arch Fcst Sls Final U 01 ago	Fcst Sls Override U	Fcst Sls Final U	Arch Fcst Sls Upside Final U 01 ago	Fcst Sls Upside Override U	Fcst Sls Upside Final U	ASP Act	ASP Fcst	ASP Sls % Override	ASP Sls Override
XLR716 34 X LP 1000	Nov 10	0				1,200		0			0				
	Dec 10	0											\$280.00		
	Jan 11	0	1,200			1,200		1,200			1,200		\$280.00		
	Feb 11	0	3,270			2,070		2,070			2,070		\$280.00		
	Mar 11	0				1,070		1,070			1,070		\$280.00		
	Apr 11	0				4,000		4,000			4,000		\$280.00		
	May 11	0				2,000		2,000			2,000		\$280.00		
	Jun 11	0				2,000		2,000			2,000		\$280.00		
	Jul 11	0				1,000		1,000			1,000		\$280.00		
	Aug 11	0				1,000		1,000			1,000		\$280.00		
	Sep 11	0											\$280.00		
	Oct 11	0											\$280.00		
	Nov 11	0											\$280.00		
	Dec 11	0											\$280.00		
	Jan 12	0											\$280.00		
	Summary	0	4,470			15,540		14,340			14,340				

System Process Walkthrough: Demantra – Sales Fcst Review



File Worksheet Edit View Options Data Help



✖ 21 Field Sales ECA View PTP Q *

Page Items

End Customer Account

Series	Ship U	Ship \$\$\$	BL CSD U	BL CSD \$\$\$	Fcst Sls Final U	Fcst Sls Final \$	Delta Fcst Sls Final U PTP	Delta Fcst Sls Final \$ PTP	% Chg Fcst Sls Final U PTP	% Chg Fcst Sls Final \$ PTP	Fcst Sls Upside Final U	Fcst Sls Upside Final \$	Delta Fcst Sls Upside Final U PTP	Delta Fcst Sls Upside Final \$ PTP	Delta Fcst Sls Upside vs Sls Final U	Delta Fcst Sls Upside vs Sls Final \$	% Chg Fcst Sls Upside Final U PTP	% Chg Fcst Sls Upside Final \$ PTP	
Time																			
Oct 10	2,078	\$507,420	440	\$118,800	2,122	\$519,300	2,122	\$519,300	0.00%	0.00%	2,122	\$519,300	2,122	\$519,300	0	\$0	0.00%	0.00%	
Jan 11	0	\$0	2,712	\$673,560	2,927	\$693,955	805	\$174,655	37.94%	33.63%	2,927	\$693,955	805	\$174,655	0	\$0	37.94%	33.63%	
Apr 11	0	\$0	792	\$213,840	3,004	\$681,395	77	(\$12,560)	2.63%	-1.81%	3,004	\$681,395	77	(\$12,560)	0	\$0	2.63%	-1.81%	
Jul 11	0	\$0			3,484	\$770,995	480	\$89,600	15.98%	13.15%	3,484	\$770,995	480	\$89,600	0	\$0	15.98%	13.15%	
Oct 11	0	\$0			3,864	\$900,195	380	\$129,200	10.91%	16.76%	3,864	\$900,195	380	\$129,200	0	\$0	10.91%	16.76%	
Jan 12	0	\$0					-3,864	(\$900,195)					-3,864	(\$900,195)		\$0			
Apr 12	0	\$0					0	\$0	0.00%	0.00%			0	\$0		\$0	0.00%	0.00%	
Jul 12							0	\$0	0.00%	0.00%			0	\$0		\$0	0.00%	0.00%	
Summary	2,078	\$507,420	3,944	\$1,006,200	15,401	\$3,565,840	0	\$0			15,401	\$3,565,840			0	\$0			

System Process Walkthrough: Demantra – Financial Fcst Update



Sales and Operations Planning

File Worksheet Edit View Options Data Help

41A Sales OPS CT/PF_ECA/PN Update FC M U

Customer Type - Product Family 6-I - NL9000

End Customer Account	Part Number	Series Time	Ship & BL CSD U	Fcst Sls Final U	Fcst Sls Upside Final U	Arch Fcst Fin Final U 01 ago	Fcst Fin Override U	Fcst Fin Final U	Delta Fcst Fin Final U vs Arch 1 ago	Delta Fcst Sls vs Fin Final U
ACCTON	NL9128SFVH-300	Dec 10	0	100	100	100		100	0	0
		Jan 11	0	100	100	100		100	0	0
		Feb 11	0	100	100	100		100	0	0
		Mar 11	0	100	100	100		100	0	0
		Apr 11	0	100	100	100		100	0	0
		May 11	0	100	100	100		100	0	0
		Jun 11	0	100	100	100		100	0	0
		Jul 11	0	100	100	100		100	0	0
		Aug 11	0	100	100	100		100	0	0
		Sep 11	0	100	100	100		100	0	0
		Summary	0	1,000	1,000	1,000		1,000	0	0
BROADANET	NL9512SFVH-300	Jan 11	20						0	
ENG DESIGN TEAM	NL9512EFVH-300	Feb 11	10						0	
NORTEL	NLA9256SFVH-300	Oct 10	480	480	480			480	480	0
		Nov 10	928	928	928			928	928	0
		Dec 10	704						0	
		Feb 11	1,341						0	
		Mar 11	1,031						0	
		May 11	44						0	
		Summary	4,528	1,408	1,408			1,408	1,408	0
WHIZZ SYSTEMS	NL9512EFVH-300	Nov 10	20	20	20			20	20	0
Summary			4,578	2,428	2,428	1,000		2,428	1,428	0

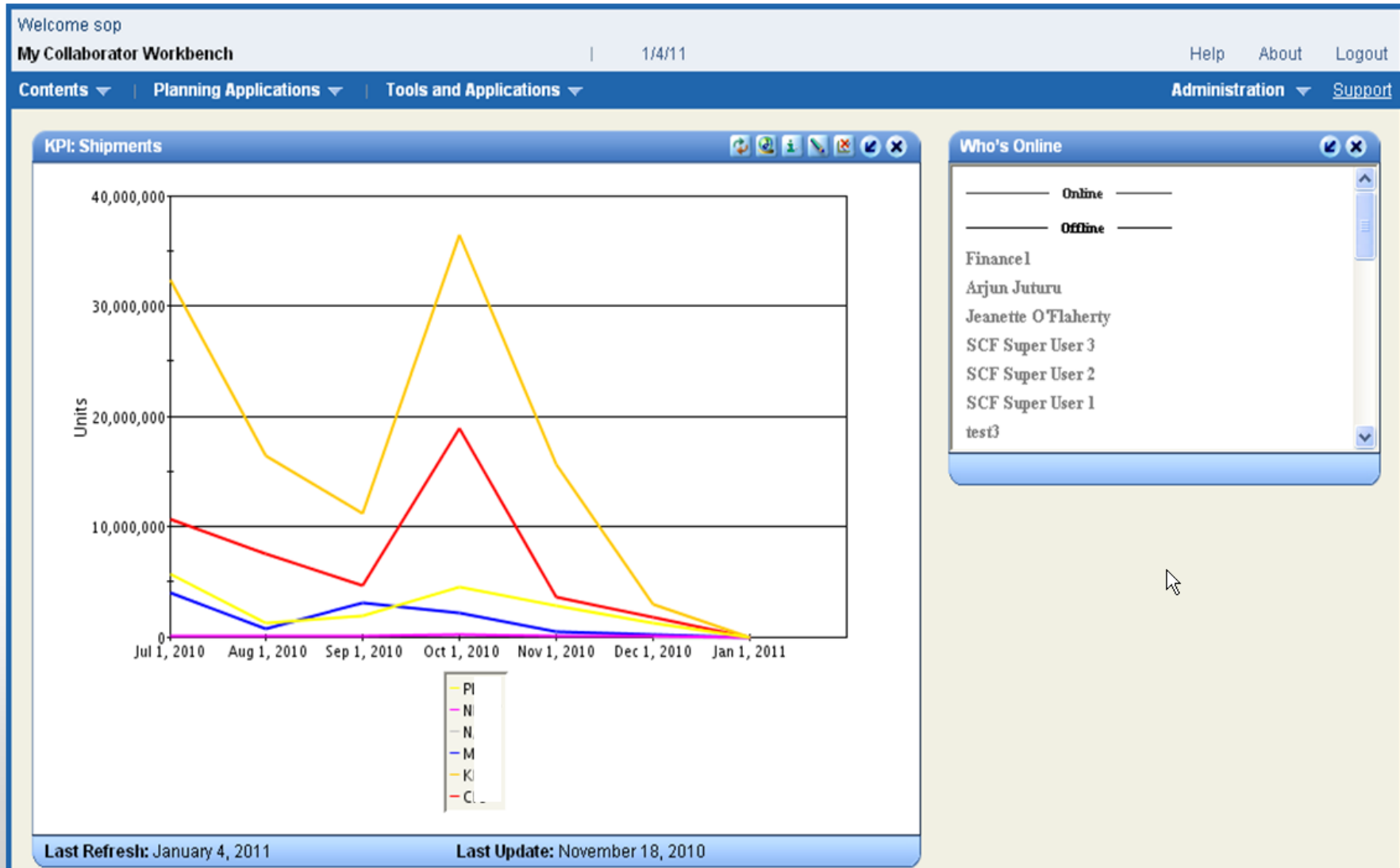


System Process Walkthrough: Demantra – Consensus Fcst Update



Sales and Operations Planning										
File Worksheet Edit View Options Data Help										
✖ 50 Consensus Fcst Update *										
Page Items										
Product Line CPS Product Family 										
Part Number	End Customer Account	Series Time	Ship & BL CSD U	Fcst Sls Final U	Fcst Sls Upside Final U	Fcst Fin Final U	Fcst Con Override U	Fcst Con Final U	Delta Ship & BL CSD vs Fcst Con Final U	Delta Fcst Fin vs Con Final U
XLR516 34 WLP 1000		10/01/10	1,164	1,164	1,164	1,164		1,164	0	0
		11/01/10	240	240	240	240		240	0	0
		12/01/10	888	600	600	600		600	288	0
		01/01/11	540	840	840	840		840	-300	0
		02/01/11	804	700	700	700		700	104	0
		03/01/11	468	500	500	500		500	-32	0
		04/01/11	948	500	500	500		500	448	0
		05/01/11	0	500	500	500		500	-500	0
		06/01/11	0	500	500	500		500	-500	0
		07/01/11	0	500	500	500		500	-500	0
		08/01/11	0	400	400	400		400	-400	0
		09/01/11	0	400	400	400		400	-400	0
		10/01/11	0	400	400	400		400	-400	0
		11/01/11	0	400	400	400		400	-400	0
		12/01/11	0	400	400	400		400	-400	0
		Summary	5,052	8,044	8,044	8,044		8,044	-2,992	0

System Process Walkthrough: Demantra – KPI



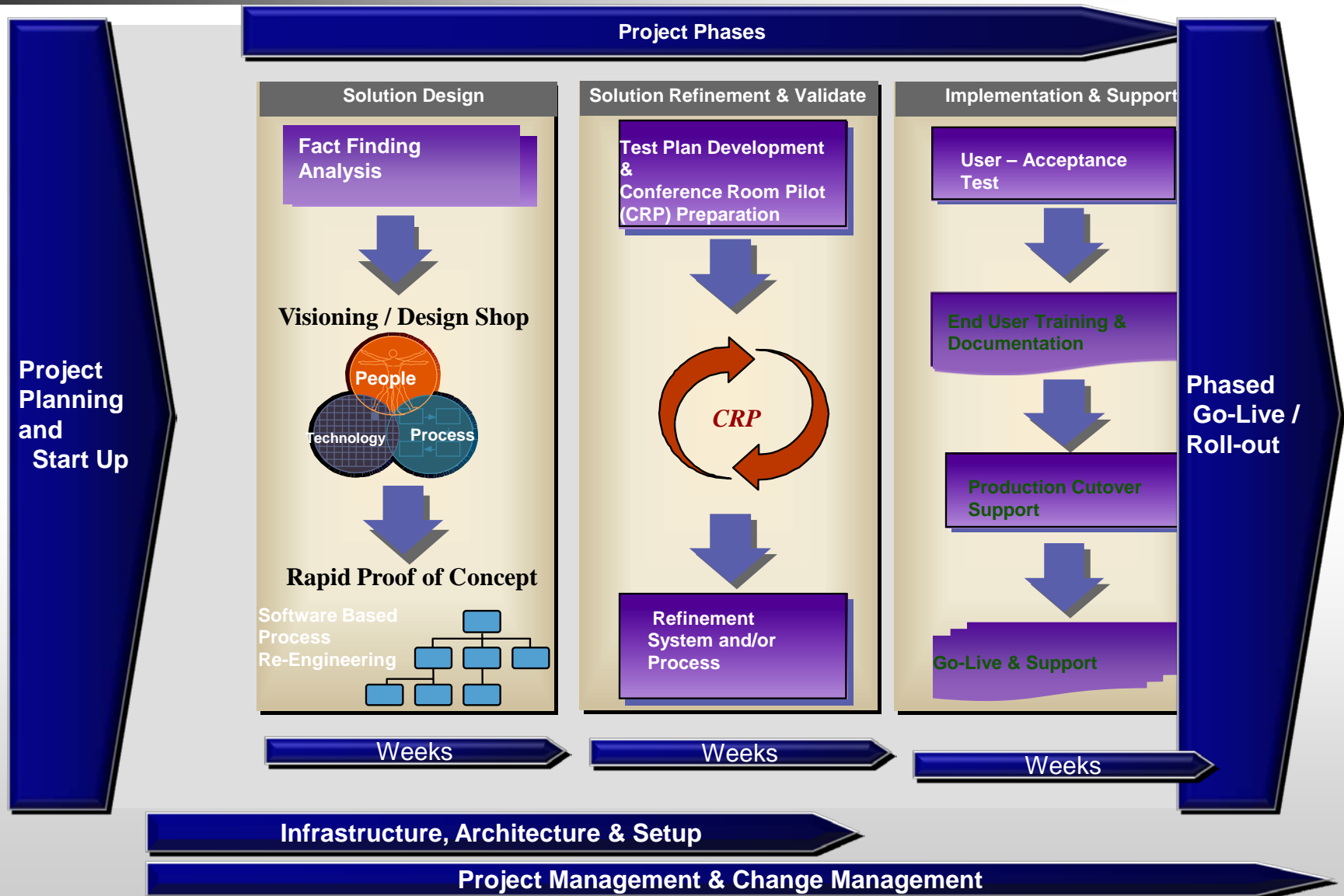
Implementation Methodology Principles



- **Holistic design, yet phased approach**
- **Focus on a series of smaller scoped, quick projects**
 - Build on the design and momentum of these quick successes
- **Manage SCOPE & Expectations!!!!**
- **Focus on processes (End-to-End)**
- **Sales operations lead with strong IT partnering**
- **Train-the-trainer approach**
- **Strong documentation**
- **QPP**



= Fast Fusion Methodology



Training Documentation



Oracle Demantra Demand Management

Training Documentation



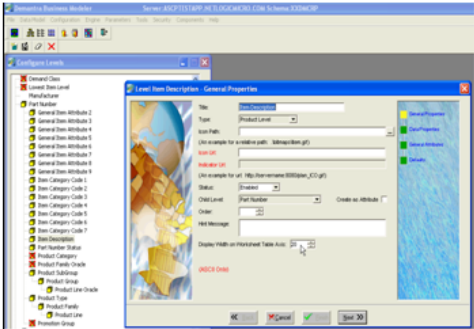
Training Guide
Demantra Demand Management 7.1.1 Training Manual


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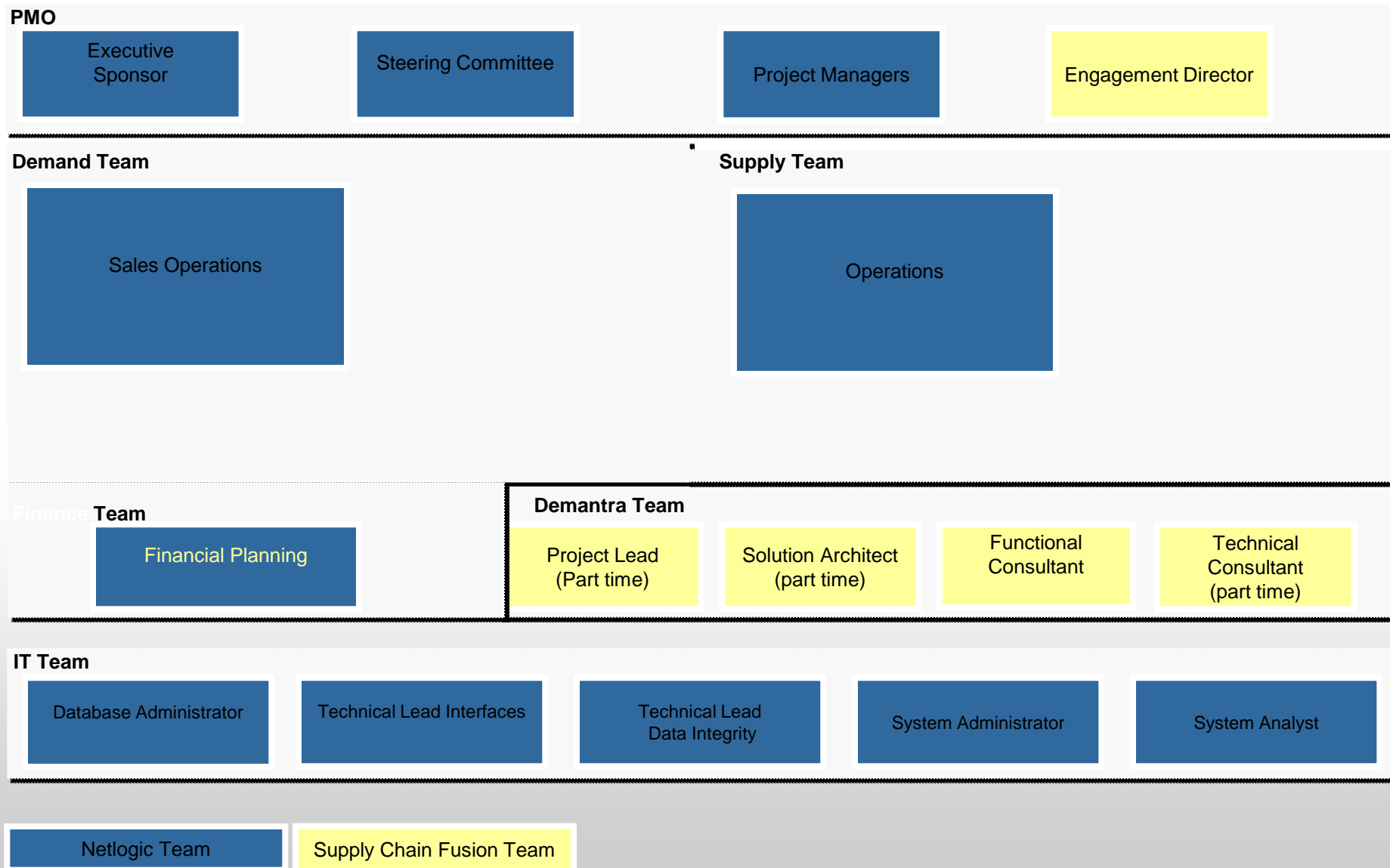
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Demantra System Administrator Guide

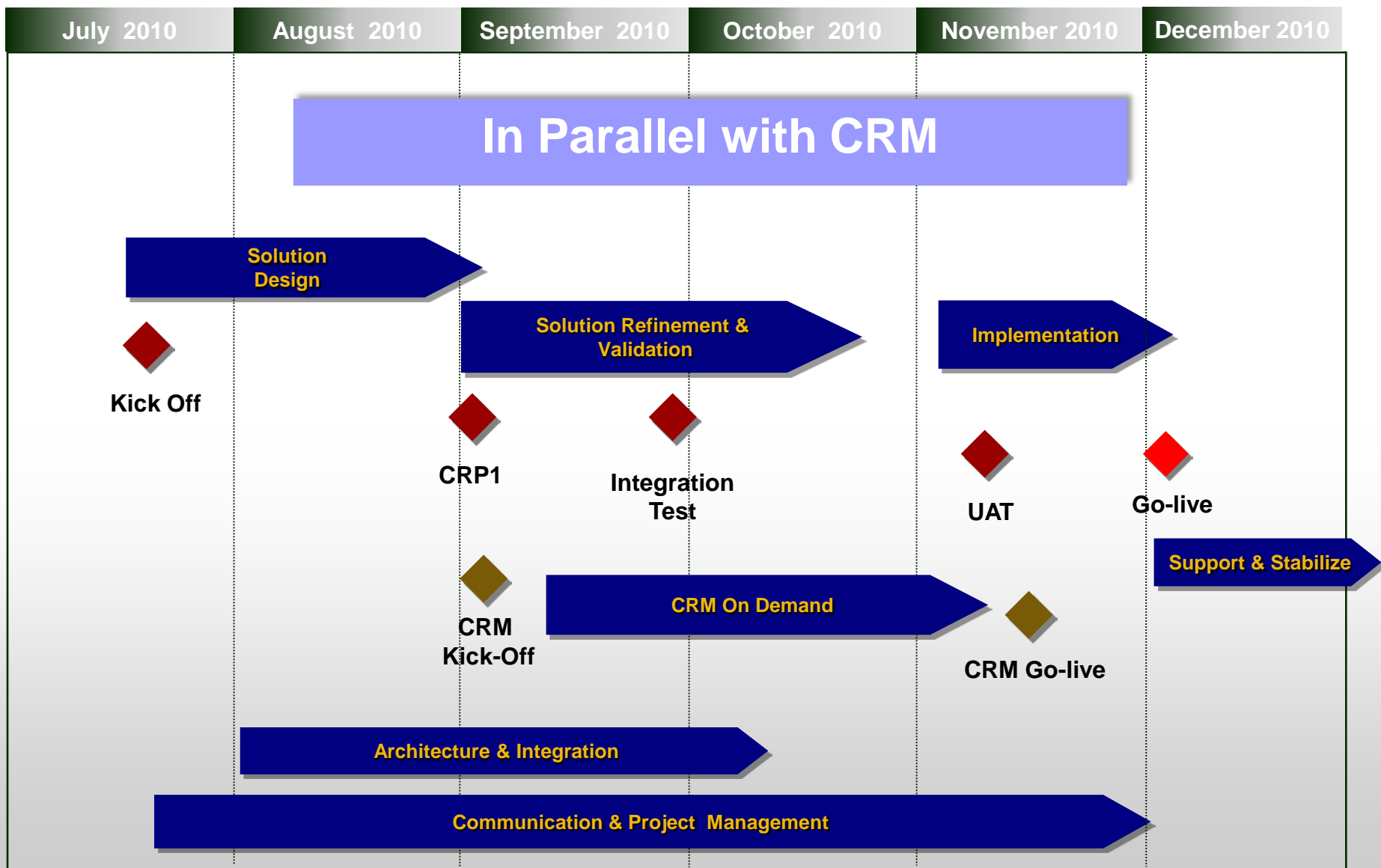


Step	Action
4.	<p>In the General Properties tab, you can change the following parameters:</p> <ul style="list-style-type: none">- Title- Status- Display Width on Worksheet Table Axis 

Project Organization Structure



Schedule



- **Start with the Process**
 - Design within the software
- **Stay focused and disciplined to phase I scope**
 - BUT...must continue with next phases
- **Know your audience / users of the solution**
- **Choosing the right implementation partner - experienced Demantra / Process consultants**
 - Consultants had in-depth knowledge on the industry and the processes
- **Minimize the number of parallel projects**

- **Demantra – Phase II**

- Uploading CM forecast / CM accessing Demantra directly
- Archiving of customer forecast
- Adding inside sales person level
- Integration to ASCP
- Integration to Hyperion