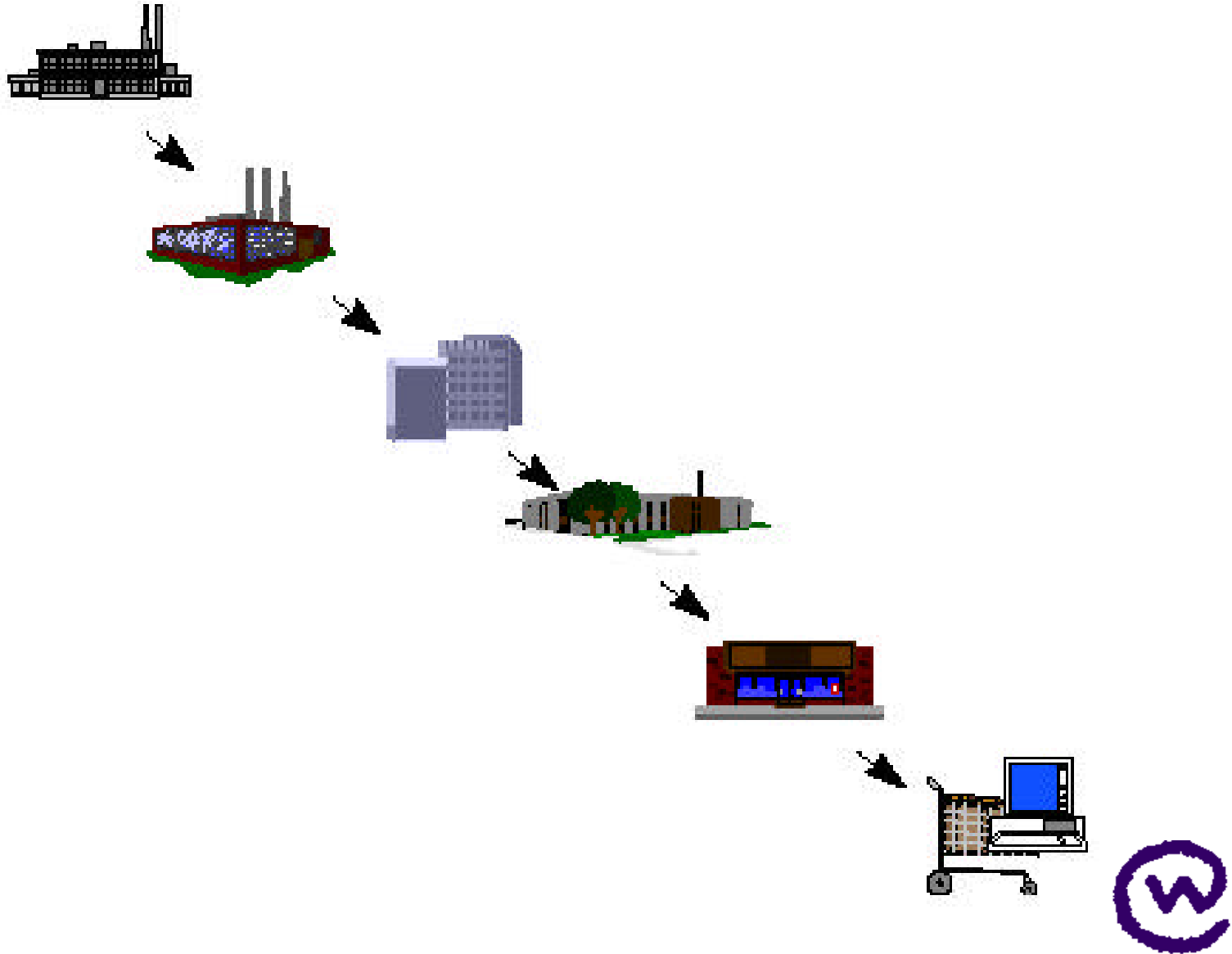

Collaborative Replenishment:

Integrating Demand Planning Information
into the Sales Process

Brian D. Handspicker, CEO
WebEnable, Inc.



Extended Supply Chain



Collaborative Planning, Forecast & Replenishment

Developed by VICS Retail Working Group (RWG) for Retail Extended Supply Chain - “Just in Time Shelf Stocking”

- ❖ Collaborative Planning

- Promotions Plans drives Forecasts

- ❖ Collaborative Forecasting

- Demand Forecasts drives Replenishment

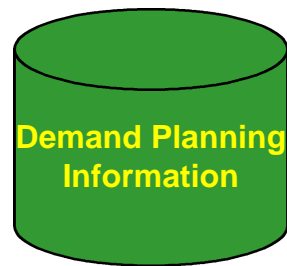
- ❖ Collaborative Replenishment

- Replenishment Orders drives Sales



Insular Communities

Virtually no tools for communicating demand planning and advanced scheduling information outside of manufacturing.



Team members from services, sales, and marketing unable to access this critical sales information.



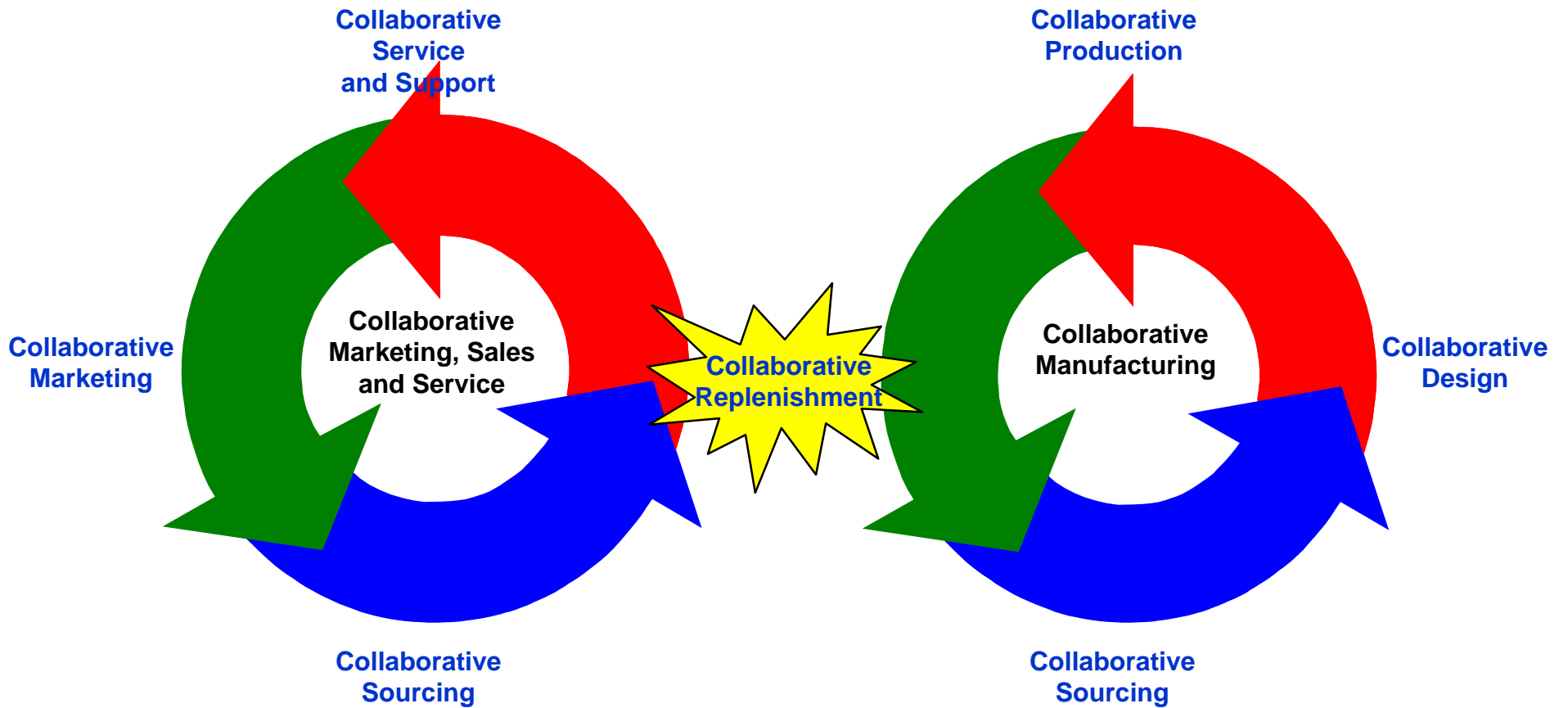
Collaborative Replenishment

Multi-tier Suppliers and OEMs exchange Collaborative Planning Forecasting and Replenishment information to drive manufacturing, marketing and sales processes.

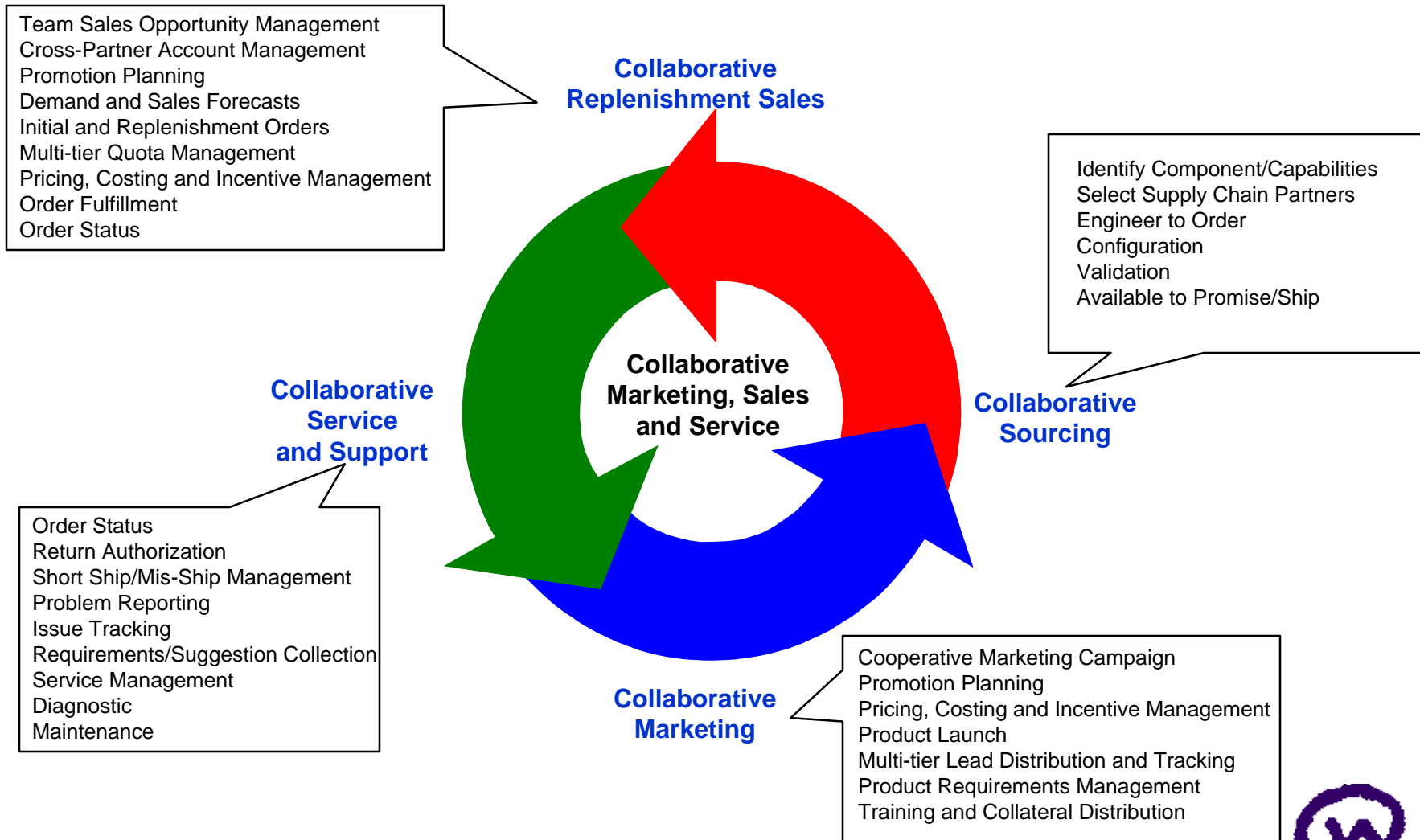
- ❖ Logistics Managers
- ❖ Sales Managers
- ❖ Marketing Managers



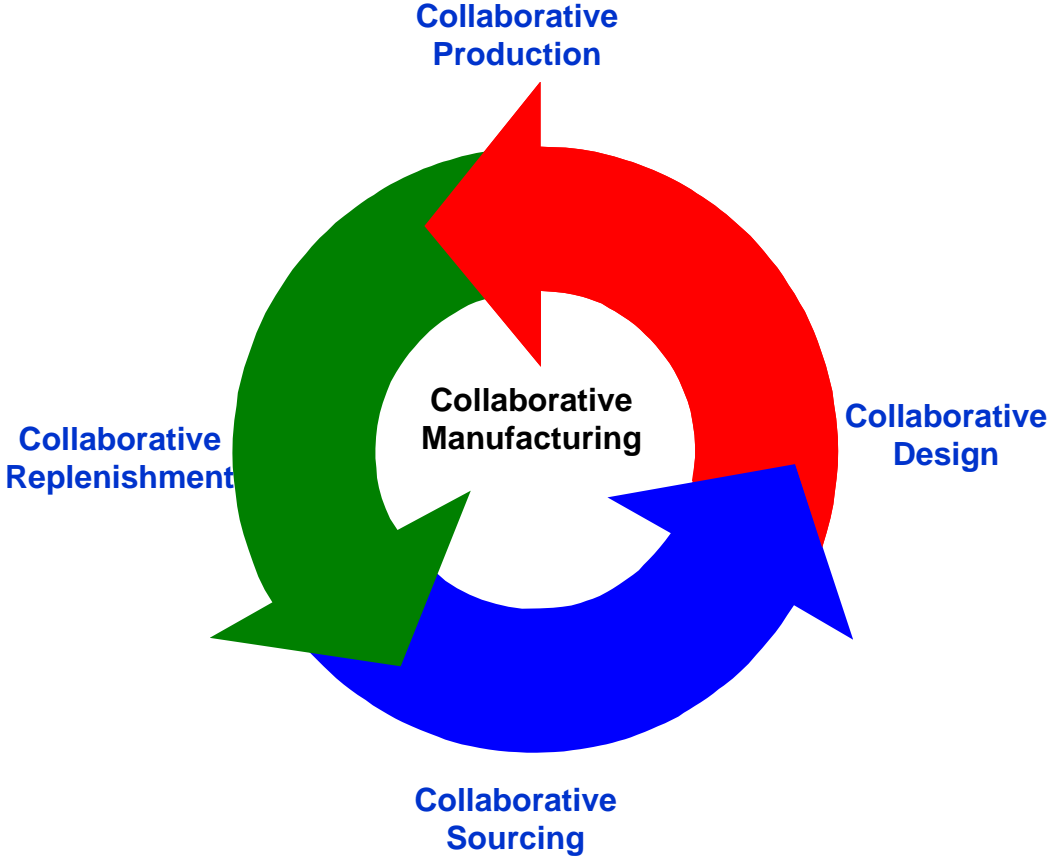
Collaborative Replenishment



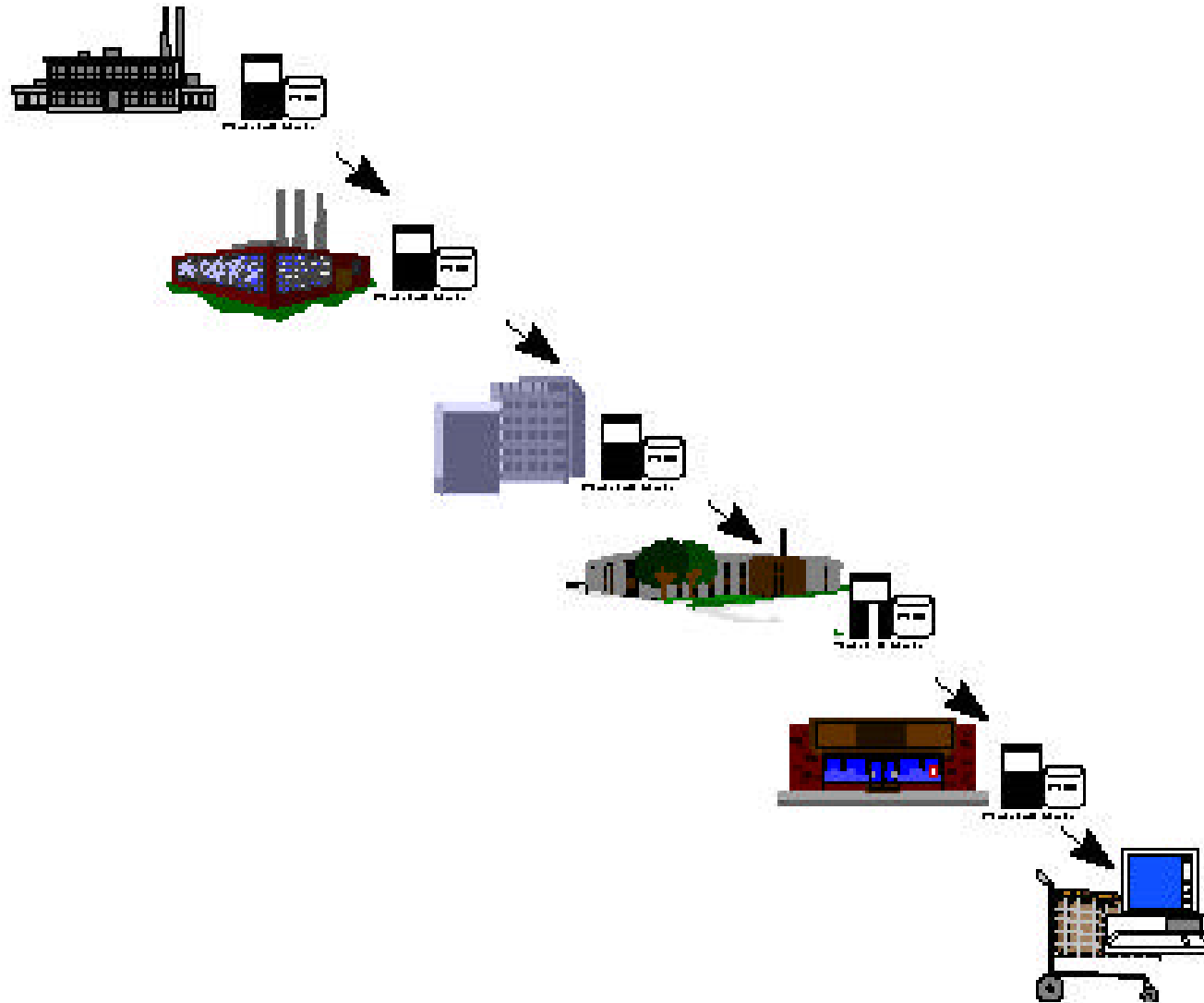
Collaborative Marketing, Sales & Service



Collaborative Manufacturing



Demand-Enabled Extended Sales Chain



Demand-Enabled Sales Automation

Challenge: Bring Logistics and Manufacturing professionals together with Sales and Marketing professionals to enable Collaborative Replenishment:

- ❖ Integrate Promotion Planning with Marketing Campaign Systems
- ❖ Integrate Replenishment Forecasts with Sales Planning Systems
- ❖ Integrate Replenishment Order with Order Fulfillment Systems



Demand Enabled Sales Management

CATERPILLAR

W
WEB ENABLE

Welcome Opportunities Accounts Sales Marketing Products Problems Training

Caterpillar Opportunities

Anderson Opportunity

Name : Anderson Opportunity
Description : For your approval
Status : UNDER_DEVELOPMENT
Magnitude : \$1M - \$2M

Account Bids Leads Orders RFPs/RFQs Sales Plans

Anderson Farming

Name : Anderson Farming
Account Number : 56rty09-a
Main Phone : 203-554-2000
Main Fax : 508-384-1205
Primary Acct Rep : Kimberly Marble
Backup Acct Rep : Frederick L. Thomas
Volume : 3
Classification : Silver
Capitalization : \$15M
Revenue : \$1.2M

Selection Complete.



Thank You

Brian D. Handspicker

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