

Industry Benchmarking Surveys



Demand Management

Sales & Operations Planning



As companies look to improve their internal supply chain planning processes and embrace new policies, procedures and technology to enhance the productivity and visibility of their collaborative environment, they turn to industry resources for information that can help them gain insight into the best practices methodology in use by peer companies.

Since 1987, WAM Systems has helped companies understand the challenges involved in implementing system-wide change. We have helped numerous companies evaluate their current processes and develop a successful roadmap for improvement.

In order to continue to help companies evaluate the effectiveness of their current processes, WAM Systems conducts ongoing benchmarking surveys targeting key areas of supply chain planning such as Demand Planning and Sales & Operations Planning.

The purpose of the benchmarking surveys is to enable WAM to maintain an updated profile of the current state of the industry while helping companies review and compare their existing supply chain planning processes with

best practices found in similar companies throughout the world.

Because the benchmarking surveys are ongoing, companies can elect to join at any time and benefit from the insightful analysis and industry comparison.

Depending upon which surveys you choose, participation requires completion of an online portion and 30 minutes for a telephone review

with a WAM Systems Supply Chain Consultant who will guide you through a series of questions and supplemental analysis about your company's current process. Note that all information that you provide will be kept confidential, including your results—which only your company will see.

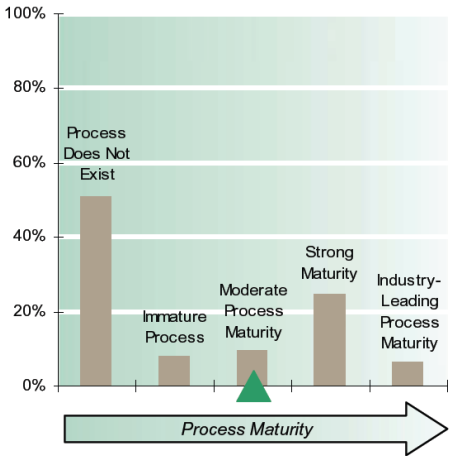
All companies that participate receive:

- A customized report that outlines their company's current processes
- A point-for-point comparison to the industry best practices
- Suggested areas for improvement
- A summary roadmap that outlines specific steps to consider for improvement

“Excellent expertise. WAM’s consultants all are ex-SCM users and experts. They know the tools and the business.”

Once the interactive portion of the benchmarking survey has been completed, you will receive a customized report outlining your company’s current process. For each point in the survey, you will see your current evaluation and an indication of the industry average. In addition, the report will include WAM’s overall assessment and commentary to help interpret your results—where you are leading in the industry and which areas of your process you could benefit from improvement.

A WAM Systems Supply Chain Consultant will then contact you to review your survey results and elaborate on any specific areas of interest to you. This is your opportunity to ask questions about your evaluation and understand how other companies facing your same challenges have managed to overcome them and improve their processes.



Part I – Data Gathering and Review / Telephone Survey

The first portion of the benchmarking survey is the data-gathering phase, focusing on a specific portion of your planning solution, such as Demand Planning or Sales & Operations Planning.

Part II – Results Review

The second part of the survey is a follow-up call to discuss your results, which include a point-by-point comparison as well as an overall assessment and commentary to help interpret your results, with attention to where you are leading in the industry and which areas of your process could benefit from improvement.

Confidential

All of your input into the survey will remain anonymous to all other participants. Only you will see your company's results and how they compare to the industry.



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- Survey Facts
- Greater than 50% of chemical companies use spreadsheets for their sales forecasting process.
- 43% say the chief challenge in improving forecast accuracy is getting useful collaboration in their own organizations.
- 46% say that their forecasts are disconnected from downstream planning processes.
- The average improvement from implementing best practices and news tools is 25 percentage points in forecasting accuracy.