

Critical Requirement of S&OP Technologies >>

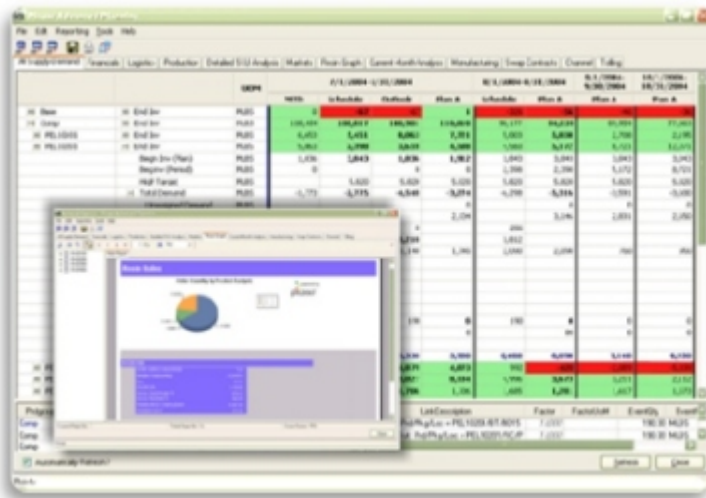
WAM recently held a regional supply chain round table for members of its user community, company affiliates, and industry analysts. Part of WAM's Insight conference line, the Houston-area event gathered supply chain professionals from leading process manufacturing companies to discuss planning challenges facing their organizations as they head into the new year.

"It's critical to treat demand planning as distinct from S&OP--distinct from scheduling decisions and the ability to compare and link without putting handcuffs on the process."

Conducted in an open forum, the round table discussion covered many topics, including:

- The impact of the global economy, mid-term outlook, and European headlines
- Operating in sold-out conditions/allocation
- Best practices handling of force majeure
- Balancing effective risk-management vs. running lean
- Establishing the right metrics/KPIs to support tactical and strategic analysis
- The value of Integrated Business Planning (IBP) and S&OP

Much of the discussion focused on the evolving role of S&OP and the need for supply chain planning technologies to strike a balance between tightly-integrated decision-making and the practical need for adequate flexibility to let schedulers make decisions without disrupting plans.



TC Baker, WAM's Vice President of Industry Solutions explained, "There's a proliferation of technology/solution vendors who think that S&OP can be supported by simply adding another time-series in their demand planning tool. However, it's critical to treat demand planning as distinct from S&OP—distinct from scheduling decisions and the ability to compare and

WAM Insight >>

Join WAM and your industry peers for discussion on supply chain planning issues in the process industry.

The next conference is planned for May 2012.

Until then, join WAM Insight online and help contribute to the conference agenda.



Upcoming Events >>

NPRA 2012

San Diego
March 11-13

LogiChem EU 2012

Antwerp
April 17-19

LogiPharma EU 2012

Geneva
April 24-26

WAM Insight 2012

Philadelphia
May (TBD)

LogiChem ASIA 2012

Singapore
June 26-28

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link without putting handcuffs on the process.”

Gartner Research Director and Supply Chain Analyst, Paul Lord, added, “The problem with [some leading ERP offerings] is that they can be ‘over-integrated’ to a point where they do not provide sufficient flexibility to let schedulers make decisions without disrupting plans, and vice-versa.”

[Read about WAM's Sales & Operations Planning technology which addresses this concern...](#)

Supporting this insight was an overview of current and upcoming technologies that WAM is delivering to address these concerns. The company boasts a 25-year history of successfully helping chemical, polymer, refining, and pharmaceutical companies overcome planning challenges by leveraging industry-aware functionality built into WAM’s suite of tactical and strategic supply chain planning tools.

WAM’s solution addresses the S&OP integration balance through the use of its Enterprise Planning solution, which integrates with their Demand Planning module to support schedule evaluations that do not disrupt the operating plan in real time.

The Houston round table was the second one hosted in 2011—the first, held in June in Philadelphia, supported WAM’s Eastern US community. The company’s biennial user conference, WAM Insight, is tentatively planned for May 2012. WAM Insight includes two days of supply chain case study presentations, technology reviews, industry commentary, WAM’s own benchmarking program insights, and numerous networking opportunities among supply chain executives.

For more information on WAM’s conferences, please visit www.waminsight.com.

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