



Collaborative Demand Management

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“Companies that are best at demand forecasting average 15% less inventory, 17% stronger perfect order fulfillment, and 35% shorter cash-to-cash cycle times, while having a tenth of the stockouts of their peers.”

Tony Friscia, AMR Research

Improving Demand Forecasting

Building and influencing demand is crucial in every industry. Any mismatch between demand and supply can be very costly, resulting in missed sales opportunities, excessive inventory and logistics costs, lost profits and market share, and poor customer service. In order to maximize business responsiveness and effectiveness, companies must accurately forecast, track and analyze customer demand, launch aggressive price and promotional activities, manage new and existing product lifecycles as well as match product availability with customer orders.

However, a lack of visibility into relevant, real-time demand signals combined with the inability of traditional systems to cope with rapid changes across the enterprise and supply network leads to increased variability, hindering efforts to forecast demand accurately. In addition, traditional demand forecasting is based on statistical models that mainly use historical data without incorporating current market-driven data, further contributing to demand uncertainty and causing companies to increase inventory, capacity, and logistics costs.

In today's competitive, fast-paced economy, companies need to adopt a new approach that focuses on Collaborative Demand Management to improve demand forecast accuracy and dynamically synchronize demand with supply.

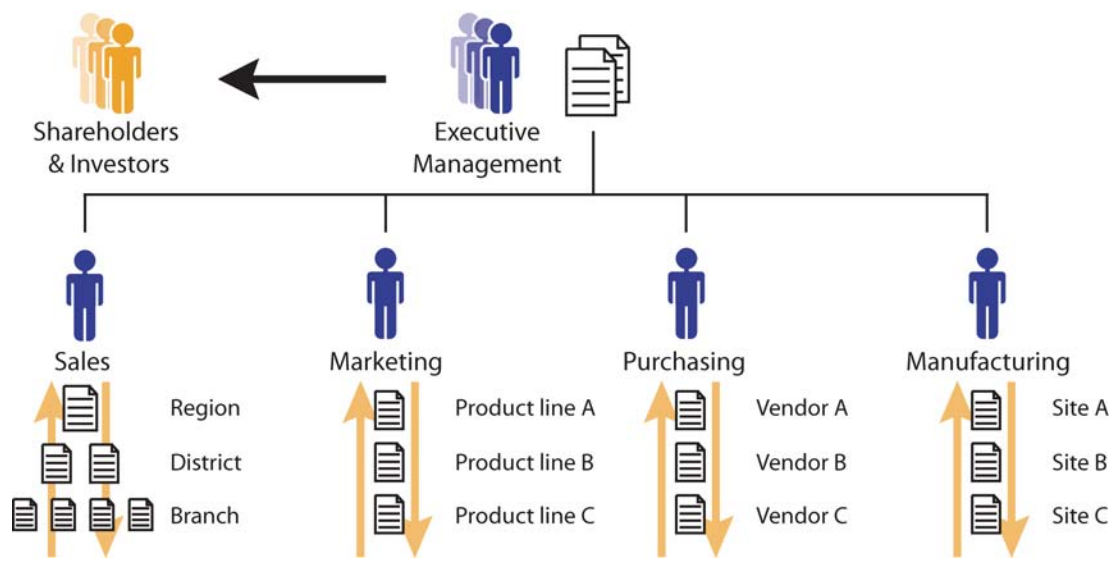
Why Collaborative Demand Management

Collaborative Demand Management is a system of coordinated technologies and processes that allows companies to:

- sense and respond to market-driven demand signals across the supply network
- facilitate inter AND intra-enterprise collaboration
- align local objectives with a global consensus demand forecast
- measure supply network performance and trends
- adapt future demand forecasts to be faster, better and more accurate.

Companies that utilize a Collaborative Demand Management approach throughout the enterprise and with trading partners can expect to achieve enhanced business responsiveness, reduced inventory and logistics costs and increased customer satisfaction and sales. The business benefits of Collaborative Demand Management include:

- Reduced business uncertainty through the cost-effective improvement of traditional planning and execution systems.
- Improved demand visibility and the intelligent detection and resolution of critical events throughout the enterprise and supply network for better business predictability.
- Dynamic synchronization of demand with supply for increased business flexibility and process efficiency, allowing companies to quickly capitalize on fast-changing market conditions.
- Improved demand forecast accuracy for higher responsiveness and reduced costs through the supply network.
- Accelerated time-to-market for product introductions and improved product lifecycle management, resulting in increased market share, faster revenue recognition and greater margins.
- Stronger internal, trading partner and customer relationships through improved collaboration.



Synchronizing Demand and Supply with Wolverine2.5

Wolverine's Collaborative Demand Management solution, Wolverine2.5, has been specifically developed for companies to efficiently manage supply network complexity in order to significantly improve demand forecast accuracy and synchronize demand with supply. It is the only software solution on the market to deliver all five of the critical capabilities necessary for a Collaborative Demand Management system, which include:

1. Real-time demand visibility across the supply network PLUS exception management and intelligent resolutions for managing real-time events in the proper individual and global context, alerting appropriate parties, and providing intelligent and rapid resolutions that align with individual and global goals.
2. Intra AND inter-enterprise coordination and collaboration, integrating across multiple platforms and systems for improved demand forecast accuracy.
3. Dynamic decision support providing intelligent resolutions based on BOTH historical AND market-driven demand, such as promotions, pricing and product lifecycles.
4. Global consensus forecasting based on a 360 degree view of demand that manages and optimizes demand forecasting at the individual level while maintaining overall supply network goals.
5. Adaptive, closed-loop performance management system for tracking performance and trends and incorporating intelligence into the decision platform to make future forecasts faster, better and more accurate.

Wolverine2.5 consists of four standalone applications - Wolverine Demand Manager, Wolverine Promotion Manager, Wolverine Inventory Manager, and the Wolverine Product Lifecycle Manager. The applications all use the Wolverine Collaboration Platform as the backbone for real-time collaboration and exception management handling across the enterprise and extended supply network.

Wolverine Demand Manager

The Wolverine Demand Manager application provides a role-based, single environment for internal organizations (such as Sales, Marketing, Product Management, Operations and Finance) and external trading partners to collaborate, and make timely, intelligent demand (or sales) forecast decisions that optimize service levels and revenue generation. It analyzes all factors that may impact demand such as sales, seasonality, promotions, product lifecycle, etc. and allows users to collaborate from any angle to reach a global consensus demand forecast that is aligned with local objectives.

Wolverine Promotion Manager

The Wolverine Promotion Manager application enables companies to view historical promotion effects and to collaboratively plan future promotional activities. It allows users to analyze, view, and track promotion effectiveness from both sales and/or revenue/profit perspectives for past events, and provides what-if simulation analyses to plan future promotion activities. The Wolverine Promotion Manager consists of various components, including a Promotion Catalog that maintains all types of promotions that were implemented or will be implemented by trading partners, and a Promotion Planner, which allows users to plan promotion events at any product and location hierarchy over a specified time horizon.

Wolverine Inventory Manager

The Wolverine Inventory Manager application enables companies to identify and resolve supply and demand balancing activities on finished products and key components to optimize inventory investments and meet desired customer service levels across the enterprise and supply network. It allows companies to collaboratively plan replenishment activities while considering

demand forecasts and inventory levels. Users have real-time visibility into current and projected inventory levels at any replenishment point such as a distribution center or a warehouse, and can also generate purchase requisition proposals.

Wolverine Product Lifecycle Manager

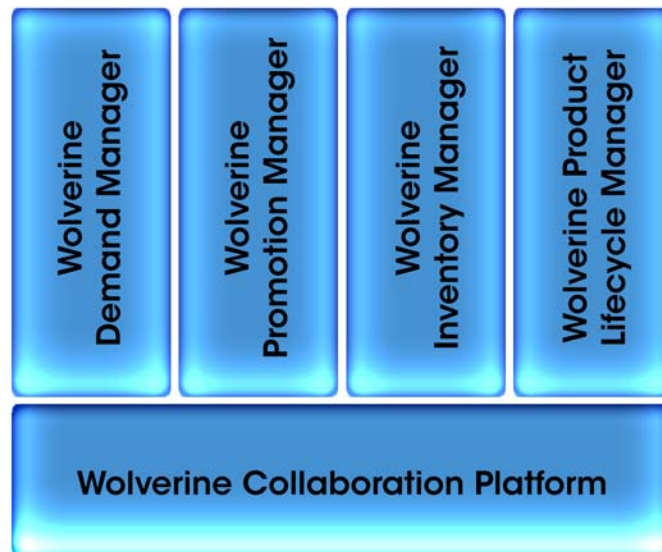
The Wolverine Product Lifecycle Manager application allows companies to collaborate and synchronize all product management and strategic sales and marketing activities with advanced decision support capabilities. It allows users to analyze and plan the long-term demand trend for a product and track what lifecycle stage the product is currently at, such as introduction, growth, maturity, or decline. The Wolverine Product Lifecycle Manager also provides what-if analysis capabilities to evaluate the effectiveness in terms of projected profitability during a product's entire life cycle, given various pricing and advertising/promotion strategies.

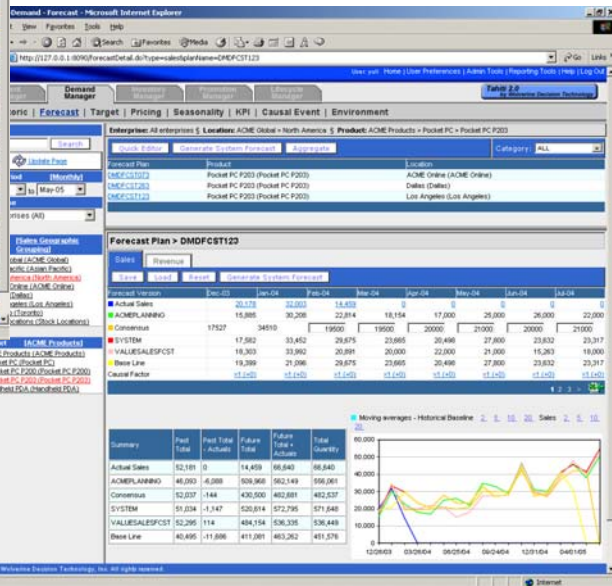
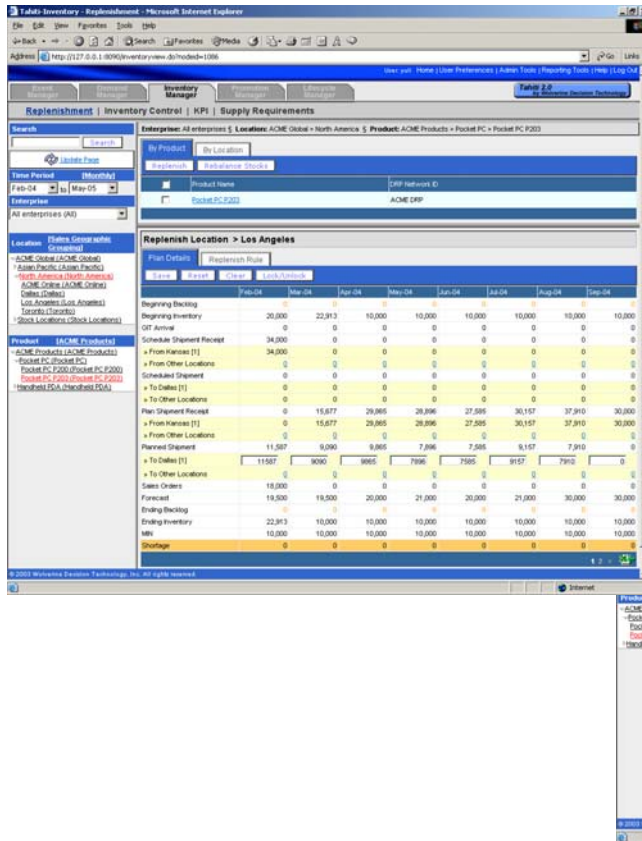
Wolverine Collaboration Platform

The Wolverine Collaboration Platform is an event-based framework for efficient, flexible, and intelligent collaboration and exception management handling, both inside and beyond the four walls of the enterprise. By providing a 360 degree view of historical and market-driven demand, companies can manage demand on an exception basis by continuously monitoring, responding and adapting to fast-changing market conditions. The platform facilitates real-time communication and cooperation between internal and external stakeholders to resolve and act on exceptions, and offers a powerful closed-loop performance management layer with advanced reporting and analytics to make future demand forecasts faster, better and more accurate.

Wolverine2.5 Technology

Wolverine2.5 is web-based and built upon a standards-based Java 2 Enterprise Edition (J2EE) application platform to allow for security, scalability, reliability, interoperability and ease of integration and deployment. The unified data repository stores real-time data representing the state of demand with a role-based business logic layer facilitating collaboration within the enterprise and beyond. An innovative event management bus design allows for real time monitoring, exception handling, resolution execution and tracking. The browser-based interface enables users to view, edit, analyze and communicate various types of data at any level of detail. All components are interlinked with and governed by a J2EE application server. While JMS modules simplify communications with other Wolverine2.5 servers, the XML interface embedded in the platform provides efficient and reliable tools for integration with existing Enterprise Information Systems (EIS) such as ERP, APS and CRM.





About Wolverine

Wolverine Decision Technology is a provider of Collaborative Demand Management software that improves demand forecast accuracy and dynamically synchronizes demand with supply. The Wolverine software suite allows companies to capitalize upon fast-changing market conditions by providing a 360 degree view of demand across the enterprise and supply network in real-time. This enables companies to intelligently manage global consensus demand forecasts for enhanced business responsiveness, reduced inventory and logistics costs and increased customer satisfaction and sales. Wolverine Decision Technology is a privately held company headquartered in Irvine, California with an international office in Taipei, Taiwan.

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