

# *Masterclass:* INTEGRATED SUPPLY CHAIN PLANNING

Many people view the supply chain from the perspective of their own function - manufacturing, logistics, or procurement, without being able to appreciate what needs to be considered across all of the functions in the supply chain.

**This Workshop-in-a-Box aims at giving you an understanding of the basic principles that are considered at each step within the process of planning an integrated supply chain.**

Our speaker, Rob McKenna, begins by looking at the benefits of integrated supply chain planning and why one should consider this approach in the first place.

Rob will then discuss each area of planning in enough depth for you to appreciate what is required so that your organisation can derive real value from this planning approach. Specifically, Rob focuses on Demand Planning, Supply Planning and the Sales and Operations Planning Process.

Lastly our speaker will look at enablers of Integrated Supply Chain Planning which are essential to consider for any process to succeed. These are the Organisational Structure, the Measurements and Controls and the Information Technology.

Each supply chain has its uniqueness but there are many common fundamentals that this workshop will help you understand to equip you to make the right decisions about what needs to be implemented in your supply chain in order for you to gain competitive advantage through integrated supply chain management.

**This workshop has been designed for intermediate to advanced level.**

Workshop-in-a-Box is a self-contained multimedia product that offers all the elements of a traditional workshop with the convenience of training where and when you want.

**WORKSHOP  
IN-A-BOX**

Content is presented by experienced supply chain practitioners and trainers. Information is delivered in a clear and concise manner. This format is not only cost effective & time efficient but also allows you to train unlimited numbers of staff at a fraction of the cost of a traditional workshop. An interactive element has been introduced to encourage users to ask questions on the course material and also learn from other users' Q&A's.

Supply chain is a dynamic industry that is constantly evolving. It is therefore imperative for executives operating in this environment to keep in touch with industry trends, best practices and technological advancements.

**Vicenda**  
Creating quality events for the logistics and supply chain industry

Vicenda is an innovative business information company servicing the logistics and supply chain industry. We focus on creating platforms for seasoned supply chain practitioners and industry experts to share their experience and insight and offer practical solutions to the business challenges that supply chain executives encounter daily.



## Introduction to Supply Chain Planning (24min)

- What is a supply chain?
- Purpose of Supply Chain planning
- What are the components of SCP?
- Challenges within a typical Supply Chain
- The customer and demand volatility
- Supply Chain structure

## Integrated Planning Process (12min)

- Integrated planning in the supply chain
- Tactical Supply Chain planning
- Strategic Supply Chain planning
- Benefits of Integrated Supply Chain Planning

## Integrated Planning Process - Demand Planning (1h 18min)

- Introduction to Demand Planning
- Forecasting Techniques
  - Qualitative
  - Quantitative
    - Intrinsic
    - Extrinsic
- Aggregation Planning
- Collaborative Forecasting
- Measuring Forecast Accuracy
- Forecasting and systems

## Integrated Planning Process - Supply Planning (1h 42min)

- Introduction to Supply Planning
- Elements of Supply Planning
- Forecast consumption in Supply Planning
- Replenishment Techniques
- Production Planning

- Mathematical Optimization
- Inventory Planning
- Available to Promise

## Integrated Planning Process - Sales and Operations Planning (25min)

- Benefits of using S&OP
- Integration within organizations and across supply chain partners
- Balancing supply with demand
- Success factors of S&OP
- S&OP process maturity model
- The evolution of S&OP

## Organisational Roles (06min)

- The Importance of organisation structure

## Business Measurements and Control (08min)

- Integrated Supply Chain performance measures
- What makes a good KPI?
- Total Supply Chain performance measures
- Contributors to improved customer service

## Technology (43min)

- ERP's and Supply Chain Planning
- Typical ERP gaps
- Advanced planning and scheduling systems
- Planning and SCM evolution
- Value Chain Evolution
- Convergence-based strategies

**TOTAL PRESENTATION TIME: 05 Hours**

## WORKSHOP PRESENTER



**Presenter: Robert McKenna** is owner and Managing Director of Clear River Business Consulting and Coaching. Robert has a keen interest in seeing businesses achieve their full potential through the appropriate use of supply chain principles and practices and through developing strong leadership skills.

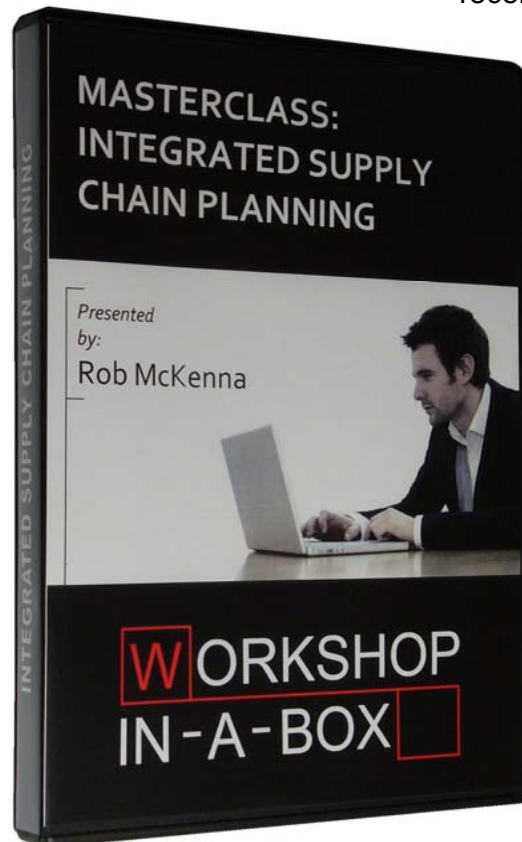
After completing his BSc at the University of the Witwatersrand (Wits) in 1991 Robert's career started off in the high-tech world of military aviation manufacture and assembly at Denel Aviation.

After registering as a Professional Engineer, completing a GDE in Industrial Engineering Wits and an MBA at The University of Cape Town (UCT), in 1998 Robert started a career in FMCG supply chain management in Amalgamated Beverages Industries (ABI) the Soft Drinks division of SAB Ltd. In his time as planning manager at ABI Robert implemented many of the fundamental supply and operations planning principles until the end of 2005.

In 2006 Robert took on the role of supply chain development manager in SAB Ltd looking at the improvement of the overall operations of both beer and soft drinks supply chain planning.

In 2008 Robert left SAB to start Clear River Business Consulting and Coaching which aims to assist medium sized businesses in the manufacturing and supply chain industries through a combination of supply and operations planning consulting interventions and through business coaching using the internationally renowned ActionCOACH business coaching methodologies.

Robert is on the board and EXCO of SAPICS, the Association for Operations Management of Southern Africa.



## WHAT'S THE COST?

The cost for a single copy of Integrated Supply Chain Planning is **R1 250 + vat**. Additional copies of the same title can be purchased at 50% of the original cost at **R625 + vat**.

Purchase of a Workshop-in-a-Box entitles you to:

- Unlimited viewing of the workshop
- Unlimited access to view and learn from online Q&A's on each session
- The opportunity to post questions online to presenters on any part of the course material for the first three months from receipt of workshop.

## HOW TO ORDER

**To order a copy, or to view other titles available or in production, visit**

**[www.vicenda.co.za](http://www.vicenda.co.za)**

**For more information, you can contact  
Karl Murray at:**

**011 704 5931  
or email: [karl@vicenda.co.za](mailto:karl@vicenda.co.za)**

# FREQUENTLY ASKED QUESTIONS

**WORKSHOP-IN-A-BOX** is an innovation in supply chain training and content delivery. It offers a cost effective and time efficient way to train your supply chain staff by including all the elements of a traditional workshop with the convenience of training your staff when and where you want. Train one person or your entire team – there's no limit on number of users.

## HOW DOES IT WORK?

All workshop material is provided on a DVD ROM. Simply insert the DVD ROM into your computer / laptop (no additional software is needed). A content page will appear and you can select which session you wish to view. Each session includes video of the presenter while each slide is timed with the presenter.

## FUNCTIONALITY

To enhance the learning experience, we have built additional functionalities into this product:

- Pause, forward and rewind any presentation
- Print the presentation slides
- Post questions to presenters online
- View other "delegates" Q&A's on each session

Click [here](#) to view a list of topics that are currently available or in production.

## SESSION Q&A's

Most of our presenters are practitioners and consultants. Although presenters have committed to answering all questions posted in a reasonable amount of time, the response will not be immediate. Each answer to a posted question is e-mailed directly to the user and posted on the site for the benefit of all users.

## SYSTEM REQUIREMENTS

The DVD Rom requires no additional software to run. Screen size and resolution has been optimised for 1024 X 768. This is a common screen size for laptops and desktop screens and also the most common resolution for data projectors.

## ACCESS CODES

Each unit comes with a unique code that is printed on the back of your DVD box. This code will allow the user access to the interactive Q&A's.

**INTEGRATED SUPPLY CHAIN PLANNING**

**WORKSHOP IN-A-BOX**

Session 1: Introduction to Supply Chain Planning

Session 2: Integrated Planning Process

Session 3: Demand Planning (1)

Session 4: Demand Planning (2)

Session 5: Supply Planning (1)

Session 6: Supply Planning (2)

Session 7: Sales and Operations Planning

Session 8: Organisational Roles

Session 9: Business Measurements and Control

Session 10: Technology

View Speaker Biography

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SCREENSHOT OF MAIN MENU

**Distribution Requirements Planning**

Capacity Planning

Stock Plan and Move Plan

Production Location

Distribution Centers

Stock On Hand

Planned Orders

Short Term Receipts

Demand

Replenishment Demand

Replenishment Requirements

Target Stock

WORKSHOP IN-A-BOX

SCREENSHOT OF SESSION FRONTEND