

# SAP for Telecommunications



## **SAP® DEMAND PLANNING FOR NETWORK LIFE-CYCLE MANAGEMENT**

**The SAP® Demand Planning application for network life-cycle management gives you the capabilities you need to plan and forecast demand across your network with pinpoint accuracy. It helps you achieve sufficient capacity at all times while avoiding excessive inventories – keeping your network running smoothly, your customers satisfied, and your costs in check.**

### **DEALING WITH NEW REALITIES**

The last few years have been tough for telcos. Deregulation brought fiercer competition, new technologies increased debt, and pressure to expand imposed greater risk. Now, the saturation point has been reached in many markets. And, in a sluggish economic environment, telcos are gearing up to deliver on the new realities: lower costs, better service, and higher productivity.

Your challenge is to produce these results at the network level by eliminating waste while delivering the level of service that today's customers expect. But if your demand-planning activities are uncoordinated and based on guesses, you most likely have too much or too little inventory, and too much or too little capacity.

### **PLANNING FOR SUCCESS**

The SAP® Demand Planning application gives you the ability to accurately forecast demand throughout your entire network. It allows you to trim the fat from future capacity without impairing network operation. It helps you develop your infrastructure according to business needs and offer the right services at the right price and at the right time. And it supports end-to-end collaborative planning throughout your organization and beyond, for greater responsiveness to changing needs. This cutting-edge application gives you powerful functionality in three key areas: statistical forecasting, collaborative demand planning, and supply network planning with supplier collaboration.

### **Statistical Forecasting**

State-of-the-art SAP technology lets you view, forecast, and plan demand at any level of your network – right down to the exchange level. You can use historical information to identify seasonal patterns, spot trends, and predict behavior. And you can estimate demand by product, component, geographical location, or time – from the top down or the bottom up.

You can view data in tables, or take advantage of user-friendly graphics for a quick, at-a-glance overview. You can be sure of ample capacity, but you will not be carrying excess or obsolete stock. And you can simulate best-case and worst-case scenarios, to make sure you are prepared for all eventualities.

In addition, you can exchange information directly with your marketing department and other internal stakeholders, for example, to take into account the effects of trade promotions.

Central planners can send their forecasts to regional planners, who can provide feedback based on local knowledge. Central planners can then adjust their expectations accordingly, to create full pictures of what is going on.

### **Collaborative Demand Planning**

SAP Demand Planning provides a highly organized, transparent workflow infrastructure that enables you to improve the accuracy and speed of forecasting. It also lets you integrate resellers and other external partners quickly and easily via Web-based interfaces. In this way, they can offer valuable frontline information that aligns your projections more closely with the marketplace.

### **Supply Network Planning with Supplier Collaboration**

Once your plans are finalized, you can turn them into concrete procurement requirements. Collaborative supply planning helps you ensure that you have the inventory to cover demand, and that your suppliers are able to fulfill your orders.

You can segment your materials needs right down to the exchange level. And by simulating lead times, you can order a steady stream of inventory over an extended period, rather than all at once. This minimizes your stock levels and speeds inventory turn.

And because your suppliers have more reliable data about your future orders, they can plan their production output with greater exactitude, which could mean a better deal and lower prices for you.

SAP Demand Planning also intensifies your collaboration with suppliers. You can give them advance notice of your requirements, and they can tell you if they can fulfill your order.

The inventory requirements communicated to your suppliers are by no means set in stone. The application is highly flexible and constantly monitors your stock levels. When certain parameters – set by you – are reached, SAP Demand Planning automatically alerts all stakeholders of critical situations. It also gives you early warning of supplier bottlenecks, allowing you to respond well in advance.

## **KEEPING YOU INFORMED WHILE REDUCING YOUR WORKLOAD**

Almost all plans are generated automatically in background mode, saving you time. However, if there is a potential bottleneck or a delay, the system automatically alerts your decision makers so they can take action quickly. This ensures that you are always aware of any problems – and gives you the capacity to resolve them.

## **GETTING IT RIGHT**

SAP Demand Planning for network life-cycle management helps you to master the new business realities by enhancing your ability to plan and forecast demand for your entire network. To learn more, please visit [www.sap.com/telecommunications](http://www.sap.com/telecommunications)

## **mySAP™ BUSINESS SUITE:**

### **YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.**

mySAP™ Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.

## **BENEFITS AT-A-GLANCE**

- **Better forecasts – Increase the accuracy of your forecasts by leveraging feedback and data from a variety of sources, including regional planners, your marketing department, and resellers**
- **Lower costs – Minimize inventory, accelerate inventory turns, reduce provisioning costs, and get a better deal from your suppliers**
- **Improved service – Provide the exact services and capacity your customers are looking for – at the right time**
- **Increased revenues – Eliminate overcapacity and undercapacity, and be ready to spot trends early**
- **Higher productivity – Optimize the efficiency of planning activities from end to end with a highly organized, coordinated workflow infrastructure**

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