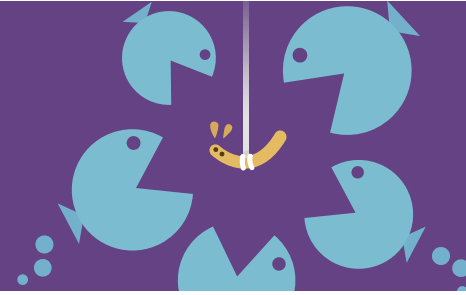


DEMAND MANAGEMENT



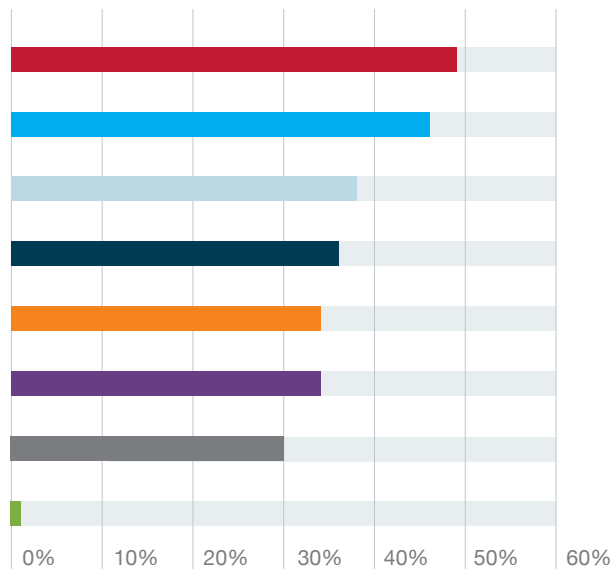
Managing Demand; Improved Forecasting

Managing Demand; Improved Forecasting is a top challenge, especially within the OW industry groups (24% versus 20%). Q.7

About one out of two respondents claim they Need More Accurate/ Realistic Sales Forecasts followed by Better/ Timely Feedback from Customers (49% and 46% respectively) Q.10

Question 10. Which statements below definitely apply as reasons why improvements in Managing Demand/ Forecasting will be a challenge over the next few years? (Please check up to three)

AGGREGATE



- Need More Accurate/Realistic Sales Forecast
- Better/Timely Feedback from Customers Needed
- Turnover on Teams is Problematic when Process or Procedures are not Clearly Defined
- Unexpected Demands Create Volatility
- Shorter Lead Times and/or Faster Product Cycles Create Challenges
- Better Technology and Tools are Needed Forecast
- Uncertain Demands Coupled with Low Inventory Results in Extra Safety Stock
- None