

# SAP Integrated Business Planning for supply chain

## How can SAP® solutions enable you to change the game?

Meet future demand – profitability – with SAP Integrated Business Planning. Powered by SAP HANA in-memory technology, this real-time supply chain planning solution combines capabilities for sales and operations, supply and demand planning, and inventory optimization. Take advantage of powerful supply chain analytics, what-if simulation, alerts, and more – in the cloud.

## What does this SAP solution help customers do?

### SAP Integrated Business Planning for demand

Demand sensing (predict and reforecast, pattern recognition); forecasting statistical techniques; and collaborative demand planning

### SAP Integrated Business Planning for sales and operations

Balance demand and supply and provide visibility; what-if scenarios, using “real time” information; JAM embedded communication, and analytics

### Supply Chain Control Tower

Achieve end-to-end visibility in the extended supply chain; integrate data from various systems; drive visibility and action with configurable Analytics & Alerts and Case Management

## What are the benefits?

- Improve the speed, agility and accuracy of sale and operations planning
- Optimize product profitability and product mix, within limits
- Minimize costs by managing inventory levels and discover new opportunities for cost savings

## Why SAP?

**Social Collaboration** enables rapid forecast refinement and communication. **What if Scenario Analysis** enables the evaluation of different plans with visibility to immediate impact on customer service and working capital investments. **HANA platform** enables supply chain visibility and powerful predictive analytics.

\*SAP Performance Benchmarking

## Key facts

**1-2%** Revenue Growth

Growth in top-line revenue with Integrated sales and operations planning

**5-10%** Inventory Turns

Higher turns and improved service levels by setting appropriate inventory targets

## Customers

- [Arauco](#)
- [Blount](#)
- [McKesson](#)
- [American Sugar Refinery](#)

## Learn more

- [Product Video](#)
- [Product Documentation](#)
- [Solution Explorer](#)