RIVER LOGIC ENABLES INTEGRATED BUSINESS PLANNING

**A. PLAN/ORGANIZE**

SCENARIO DATA
- Master data
- Demand Plan
- Inventory
- Financial (e.g. input costs)

**B. CREATE**

OPTIMIZED BASE SCENARIO
- Strategic objectives
- Policies
- Financial constraints
- Key assumptions (e.g. interest rates)

**C. ANALYZE**

BASE SCENARIO
- Performance, profitability marginal opportunities and risk

**D. CREATE**

WHAT-IF SCENARIOS
- Orders/bids/trade promotions
- Demand shortage priorities
- Stocking policy
- Profitability analysis
- Risk Analysis (stochastic)

**E. SHARE**

CONSENSUS PLAN PLAYBOOKS
- Financial
- Operational
- Profitability Contingencies

**F. TRACK**

PERFORMANCE
- Financial, Operational

**AGREEMENT**

**IMPROVE ACCURACY**

**TARGETS**

**INPUTS**

**DRILL-DOWN-REPORTS**

**NEW SCENARIOS**
GLOBAL OPTIMIZATION

SIMULTANEOUSLY SOLVING WHAT-IF FOR WHAT'S BEST VS. SEQUENTIAL HEURISTICS

- What is the holistic impact of a local decision on the company as a whole and how does it change the plan for other parts of the organization?
- What business constraints are stopping our ability to achieve our goals and what's the value to releasing them?
- What are the best decisions if the business climate changes (modeling uncertainty)?

DEMAND OPTIMIZATION

PRICES, PROMOTIONS AND VOLUMES BECOME DECISION VARIABLES INSTEAD OF FIXED INPUTS

- Which customers and products, channels are the most / least profitable on a forward-looking basis by business unit, region and time period?
- Which demand should we proactively drive?
- With which products and at which channels/customers?
- Using which methods (promotions, advertising, incentives, etc.)?

SUPPLY OPTIMIZATION

DETAILED REPRESENTATION OF PROCUREMENT, MANUFACTURING, INVENTORY AND DISTRIBUTION VS. ROUGH-CUT CAPACITY PLANNING

- What plan meets demand most efficiently?
- What plan maximizes overall value?
- Consider industry specific requirements like complex blending, asset deterioration or asset performance benchmarking?

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CUSTOMER SERVICE OPTIMIZATION

EXTEND YOUR TIME AND VALUE CHAIN HORIZON TO UNDERSTAND STRATEGIC IMPACTS OF INTEGRATED PLANNING

• How can we optimally manage the product portfolio? Where are the most significant risks to our ability to achieve the targets and how could we mitigate?
• What is the impact of sustainability targets on demand, supply and financial performance?
• Where is our network suboptimal and how do we optimally allocate investments?
• What is the impact of our decisions outside of our enterprise – up and down the value chain?
• What happens if the competitive landscape changes?

FINANCE OPTIMIZATION

NOT JUST FINANCIAL TRANSLATION – FINANCIALS ARE INPUTS, OBJECTIVES AND CONSTRAINTS VS. SUMMARIZED OUTPUTS

• What plan optimizes profitability, cash flow and ROIC?
• Where are the most significant risks to our ability to achieve the targets and how could we mitigate?
• How should we balance working capital, taxes, currency and intercompany transfers to maximize net income?

BUSINESS STRATEGY OPTIMIZATION

PROACTIVELY BALANCING CUSTOMER SERVICE LEVELS AGAINST STRATEGIC PROFIT OBJECTIVES

• How can we structure customer contract terms to maximize value? What plan maximizes overall value?
• What rules should we implement for inventory management? MTS vs. MTO?
• What is the profit impact of last-minute promotions?

TRULY TRANSFORM THE WAY YOUR S&OP RUNS

DISCOVER BREAKTHROUGH INSIGHTS THAT ARE PROVEN TO BE WORTH MILLIONS IN JUST A FEW MONTHS

GAIN DEEP ORGANIZATIONAL KNOWLEDGE AS YOU BEGIN TO BETTER MANAGE TRADE-OFFS AMONG CONFLICTING FUNCTIONAL GOALS

EMPOWER YOUR BUSINESS LEADERS TO RUN AND EVALUATE PRESCRIPTIVE ANALYTICS WITHOUT THE NEED FOR DATA SCIENTISTS

REMAIN AGILE AND BE CONFIDENT YOU’RE PRODUCING OPTIMAL, FEASIBLE PLANS AS THE WORLD AROUND YOUR BUSINESS CHANGES

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ABOUT RIVER LOGIC

River Logic has been a global innovator in prescriptive analytics (optimization) since 2000. Its platform — designed for business users — enables enterprise-wide optimization, collaborative planning and performance management, all delivered through a revolutionary user experience. By understanding how to best utilize cross-functional resources and manage trade-offs, companies make more impactful decisions.

River Logic goes to market primarily through partner organizations like PWC, Barkawi, Grant Thornton and CGI, helping them develop high-value applications that monetize their IP. Recent clients include Unilever, BHP Billiton, the FAA, Jewish General Hospital, Peabody, the Russian Post and Valero. Typical client value-add ranges from 10% cost reduction to 2-5% of sales in additional profit.

GET A DEMO OF RIVER LOGIC’S PRESCRIPTIVE ANALYTICS PLATFORM

INTEGRATED MODEL

OPTIMIZED DECISIONS

PRESCRIBED EXECUTION

DEMO

EMAIL
SALES@RIVERLOGIC.COM

OR CALL
866.326.0171

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