

Demand-Driven Enterprise Framework

An end-to-end solution for achieving top-line growth



Can you imagine a new and different enterprise — an integrated business whose operations are integrated and collaborative, all driven by a real-time view of actual customer demand?

Would you like to have the data visibility and integrated analytics to sense demand (expected and unexpected) and respond quickly and appropriately in every part of your business?

Wonder if you could plan across multiple locations to optimize local assortment, while achieving the supply chain synchronization required for top-line growth?

“Win at the shelf”

Capgemini’s demand-driven enterprise framework (DDEF) is a solution that gives your company the power to sense and respond to demand — from store sales, through manufacturing and inventory management, to distribution — and, in doing that, achieve meaningful and sustainable competitive advantage.

The demand-driven enterprise goes beyond the basics, using real-time information to “win at the shelf” and drive top-line growth.

Go beyond the basics – DDEF delivers localized category planning, trade spend effectiveness, and supply chain synchronization

With Capgemini’s Demand-Driven Enterprise Framework, you get the building blocks for driving top-line growth:

Planning: You’ll be able to sense demand — by actively listening to and analyzing data from point-of-sale, data warehouses, CRM systems, and social

media — and then telegraph the right responsive actions to manufacturing planning and production, finance, inventory management, logistics and distribution. Your reaction to market trends (expected and unexpected, micro and macro) is fast and focused.

Execution: With real-time visibility of information, shared by all the processes within your integrated enterprise, you can close the gap between demand and response. Best of all, the choice is yours: Capgemini can implement DDEF in your environment or host the solution off-site. We have DDEF up and running, not just in companies like yours but on our own servers.

Core processing/operations: As you begin making/buying the right product to meet real-time demand, you “win at the shelf” and increase top-line growth. Because DDEF creates a closed-loop information flow across processes and locations, you can actually shape a demand-driven transformation of your business.

DDEF delivers real-time data and integrated analytics

- Sense demand and respond quickly and appropriately
- Plan across multiple locations to optimize local assortment
- Manage an integrated manufacturing/supply chain network
- Leverage CRM for better trade promotion management
- Achieve a closed loop cycle of continuous improvement

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