



## DEMAND DRIVEN MRP (DDMRP)

What if you could reduce inventory and never have a stock-out again? Is it possible to maximize inventory availability, virtually eliminate stock-outs, and at the same time reduce working capital tied up in inventory? **YES!**

DDMRP's replenishment logic allows you to define the limits of "enough" between "too few" and "too many" for each stocked item. It updates these limits dynamically, based on recent usage and future events such as seasonality, marketing promotions, new product introductions and product phase out.

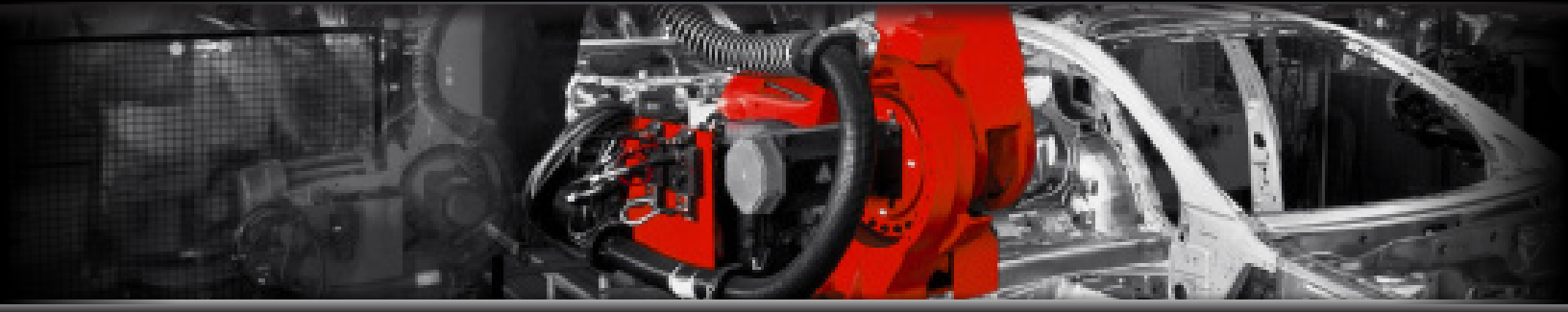
It protects flow and provides clear order replenishment signals and priorities for Purchasing, Manufacturing and Distribution based on actual consumption. It responds to deviations from forecast without manual intervention by re-aligning supply to actual demand.

## INCREASE FLOW THROUGHOUT YOUR COMPANY!

DDMRP's use of strategic inventory buffers provides constant availability without being wasteful.

Buffering raw materials and purchased components protects production from delays and reduces manufacturing lead times. Buffering key manufactured components and subassemblies further protects production from delays and further reduces manufacturing lead times. Buffering saleable items prevents loss of sales and provides the shortest possible lead time to your customers. Buffering distributed items protects from loss of sales while reducing the amount of on hand inventory needed to meet demand.

“Consider the impact on the bottom line and the balance sheet of being able to identify the few key items for which buffering will result in reduced lead times and increased flow. Minor adjustments often lead to major performance improvements.”



## DEVISE AND EXECUTE THE PLAN!

DDMRP gives planners signals based on available stock, the pipeline of what is on hand and what is already on open supply orders. These signals are given when available stock, as a result of actual consumption, crosses key thresholds. Those responsible for executing the plan are given signals when the on hand balance crosses key thresholds. When timely action is taken, the amount of each item is consistently kept in the “enough” zone, neither too few nor too many.

Integrates with all Major ERP systems

Implements in 90 days

Fully DDMRP compliant – see the third edition of “Orlicky’s Material Requirements Planning” by Ptak and Smith

Consider the impact on your bottom line and balance sheet of better flow, more sales, less expenses and less

## SEE RESULTS IMMEDIATELY!

- 30-45% less cash tied up in inventory
- Increased Return on Average Capital Employed (RACE)
- Decreased expediting costs
- Minimal shortages and back orders
- Increased sales
- Better responsiveness to customers
- Increased sales



[www.synergyresources.net/products/ddmrp.html](http://www.synergyresources.net/products/ddmrp.html)

## DDMRP SIMULATOR

Learn more about how DDMRP works and how it would work in your company. See DDMRP in action with Synergy Resources’ complimentary simulator. Start with a basic simulation and observe how changes in the status of both available stock and on hand buffers generate planning and execution signals. Continue with a customized scenario using data that represent items that you stock at your company.

Synergy Resources is an authorized channel partner for Replenishment + software from Demand Driven Technologies. Our staff of Certified Demand Driven Planners (CDDP) will help you learn and adopt the principles of DDMRP in a short period of time.

For more information on how DDMRP can help your company today contact: [strategic.planning@synergyresources.net](mailto:strategic.planning@synergyresources.net)