

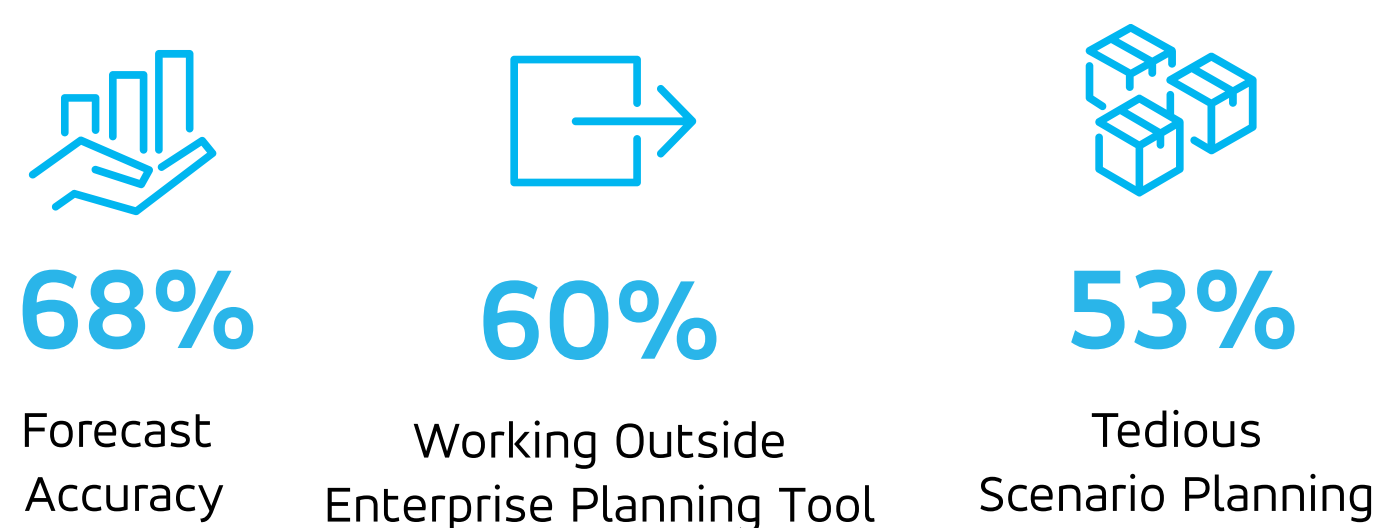
# Demand Planning is Evolving. Are You Ready?

## Who We Surveyed

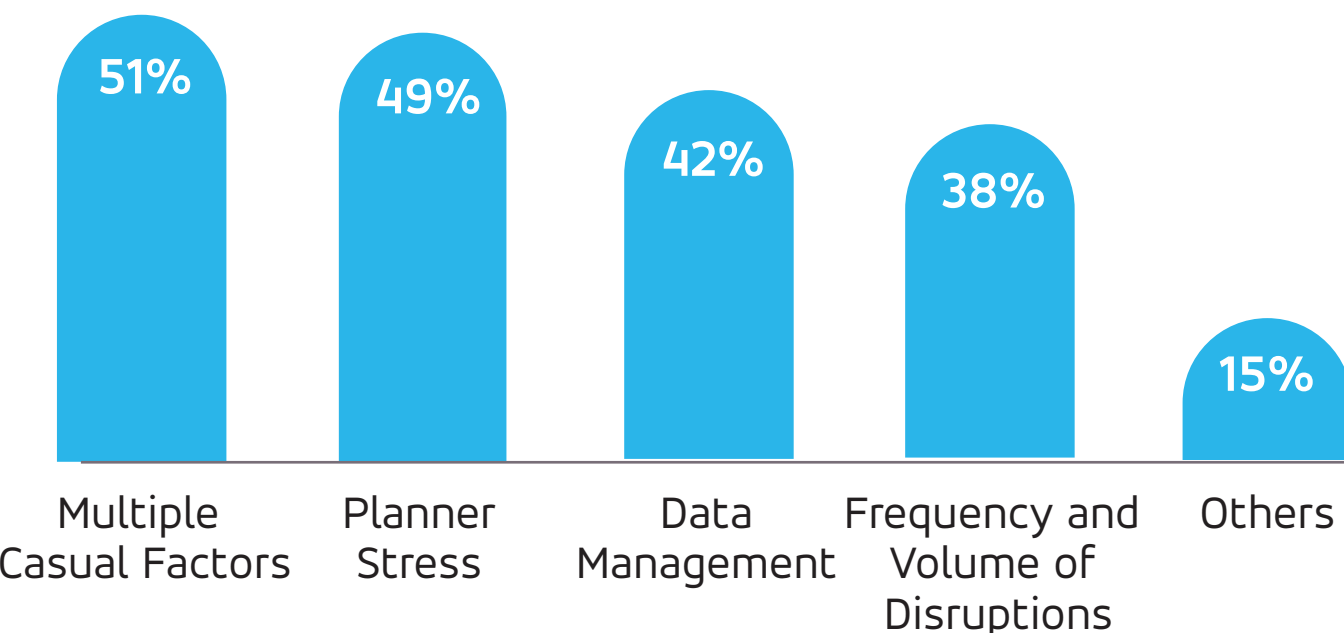


## Challenges for Demand Planners

### Top 3 Challenges



### Additional Challenges



## Scenario Planning Continues to be a Roadblock to Performance

A recent Gartner survey indicated that **68% of supply chain leaders expect disruptions to continue or increase**, making scenario planning an important tool, however:



## Real World Changes Need to be Managed in Real Time



Source: Blue Yonder 2023-2024 Supply Chain Planning Leaders Survey