

### Who We Surveyed

By Level 🔠

40% Senior Management

60% Senior Practitioners

By Industry

50% Manufacturing

43% Retail

7% 3PL/Supply Chain Partners

By Revenue s

28% >\$20B

**33%** \$5–20B

20% \$1-5B

18% <\$1B

#### Challenges for Demand Planners

#### Top 3 Challenges



Forecast Accuracy

71%

60%

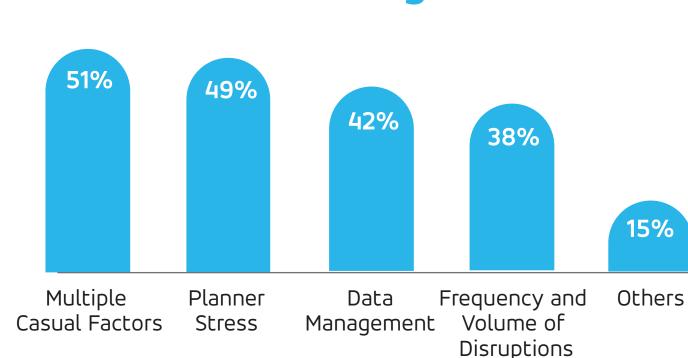
Working Outside Enterprise Planning Tool



53%
Tedious

Scenario Planning

#### 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:

of participants indicate scenario planning takes too long to be effective

86%

of respondents don't employ digital tools to discover market risks/opportunities

takes too tong to be en eeerve

use Excel/PowerPoint to manage risks and opportunities, pushing more decisions outside

**opportunities**, pus enterprise systems <42%

of respondents have a formal process in place to manage risks and opportunities

of respondent have the ability to use enterprise planning tools to manage risks/opportunities

# Real World Changes Need to be Managed in Real Time



30%

of respondents said **promotions**has the most impact on forecast

(<del>/</del>3) 21%

of respondents said weather also impacts forecast

