



**By responding rapidly to constant volatility and real world variances in demand, supply, capacity, product and daily operations—Kinaxis *RapidResponse Enterprise*<sup>™</sup> supersedes the need for traditional supply chain planning systems by providing superior operations performance management, supply chain risk management, and supply chain planning capabilities. With access to real-time information from disparate enterprise systems, brand owners and manufacturers are able to collaborate across extended supply chains to share and propose action alternatives. They can then rank and score multiple “what-if” scenarios to quickly reach decisions that align with corporate objectives.**

With *RapidResponse*:

- ▶ Simultaneously and immediately evaluate the impact of changes on all aspects of your business
- ▶ Receive proactive alerts and distribute regular updates to stakeholders and suppliers
- ▶ Obtain an integrated, accurate view of the entire, multi-enterprise supply chain to quickly plan and align resources
- ▶ Simulate, share and review options with colleagues and suppliers online in real time
- ▶ Rapidly complete computations that would take ERP or SCP systems hours or days to produce
- ▶ Instantly rank the impact of decisions against strategic objectives

Linking directly to front-end and back-end systems, the unique *RapidResponse* architecture supports the continuous flow of information by leveraging data from multiple ERP systems or other *RapidResponse* systems across many sites to optimize the value of existing infrastructure and data.

Today, brand owners and manufacturers face demands for last-minute flexibility from their customers, along with an increasingly complex global supply chain. Poor visibility into demand, production and labor issues compound these problems and often lead to expensive inventory policies. The difficulty of merging all these variables into a single cohesive response often prevents managers from seeing the full impact of decisions before they are made. Constant changes in supply, demand, capacity, products and daily operations are difficult to manage, impossible to predict, and can trigger a steady erosion of margins and market share. But with *RapidResponse*, informed, best-practice decisions can be made quickly to manage these situations as they happen.

Using a unique combination of human judgment and advanced analytics in *RapidResponse Enterprise*, companies address multiple business challenges in order to maximize supply chain performance while mitigating supply chain risk — all within a single on-demand service.

*RapidResponse* proactively notifies key stakeholders throughout the extended supply chain when specific exceptions or conditions occur so issues are recognized and addressed before they become problems.

From a single browser window, users view, share, and manipulate data to achieve end-to-end awareness of all supply, demand, product and daily operations changes. Familiar web and spreadsheet interfaces make broad adoption quick and easy.

When a potential problem is identified and understood, users access the *RapidResponse* “what-if” analysis engine to instantly simulate, integrate and share options for team-based resolution. Every simulation is based on current aggregate data from multiple enterprise systems across the extended supply chain.

Invisible to the user, the AlwaysOn Analytics<sup>™</sup> embedded directly within *RapidResponse* calculate the impact of simulated changes in seconds without

**RapidResponse**  
provides actionable  
information to users in a  
matter of seconds

having to rely on external applications, modules and reports. Once stakeholders and suppliers have proposed and reviewed their action alternatives, **RapidResponse Live Scorecard™** instantly ranks and identifies the best option to align daily decisions with corporate goals and objectives.

#### **Alerting and Event Management**

**Stakeholders, customers, and suppliers receive proactive alerts and updates to the existing plan.**

- ▶ Schedule regular and contingency monitoring of supply and demand conditions
- ▶ Receive notification by email, web page and other mediums
- ▶ Exchange updates and information with internal and external databases, business intelligence software and other systems through standards-based APIs including COM, SOAP and XML
- ▶ Automate responses and use alerts to trigger additional contingency processes

#### **Enterprise-Wide Visibility**

**View, share, and manipulate data across multiple disparate systems and locations from your browser.**

- ▶ Drill down through embedded hyperlinks to access greater detail
- ▶ Tailor the **RapidResponse** interface for the views and detail you want
- ▶ Share information access and privileges by user or group for staff and suppliers
- ▶ Connect directly to other **RapidResponse** systems or disparate ERP systems

#### **What-If Analysis**

**Simulate, share and review options with colleagues and suppliers.**

- ▶ Incorporate changes from multiple stakeholders into comprehensive simulations
- ▶ Base all simulations on current MRP and MPS data from throughout the extended supply chain
- ▶ Include internal and external participants for complete stakeholder input
- ▶ Record and publish best-practices for specific situations

#### **Continuous Analytics**

**See outcomes in seconds as AlwaysOn Analytics automatically recalculates results.**

- ▶ Identify the full impact of decisions prior to execution
- ▶ Manipulate current data in seconds instead of hours
- ▶ Manage supply and demand across multiple internal and external sites
- ▶ Add custom metrics and calculations

#### **Scorecarding**

**Rank and align decisions with goals in real time using Live Scorecard.**

- ▶ Measure parameters such as customer impact, costs and quality
- ▶ Rank and compare action alternatives while ensuring alignment with strategic objectives
- ▶ Adjust criteria weighting to reflect unique requirements
- ▶ Customize scoring for departmental, divisional, corporate and user-defined targets
- ▶ Drill down through result figures to establish their root causes



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## ABOUT KINAXIS

Kinaxis™ helps manufacturers manage increasing business complexity and achieve operations performance breakthroughs with its proven solution for demand and supply chain planning, monitoring and response. Kinaxis **RapidResponse** is an on-demand service that enables collective risk tradeoff and response to change by empowering front-line decision makers with integrated tools for supply chain visibility, demand management, supply management, sales and operations planning (S&OP) and supply chain risk management. Global leaders such as Casio, Jabil, Qualcomm, and Raytheon are realizing superior customer satisfaction and a competitive advantage with **RapidResponse**. For more information, visit [www.kinaxis.com](http://www.kinaxis.com) or the Kinaxis blog at [www.21stcenturysupplychain.com](http://www.21stcenturysupplychain.com).

### Want to learn more?

Please join us online at:  
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