



# Kinaxis® RapidResponse®

With an increasingly volatile marketplace, no one can afford to wait to make a decision. And making the wrong decision can cost...big. Fast and confident actions are the table stakes.

That means, from one enterprise management system and across key business functions, you must easily

- ▶ get notified of unexpected events of concern
- ▶ do deep, forward-looking analysis
- ▶ align decisions before taking corrective action

With RapidResponse, enterprises can attain a cloud-based control tower solution that integrates key functional processes such as sales and operations planning (S&OP), demand planning, supply and capacity planning, supplier collaboration, and many other connected areas.

With the ability to replace multiple legacy demand and supply planning systems and the typical myriad of accompanying spreadsheets, a control solution using RapidResponse enables a company to leverage a single product to operate in an orchestrated fashion, driving optimal performance.

With a central system for multi-tier/multi-enterprise visibility, analysis, and collaboration, companies are able to compress the time to identify plan deviations, and more importantly, dramatically collapse the time to make profitable course corrections.

The RapidResponse engine that powers control tower solutions allows for

- integrated **planning**
- active **monitoring** of current business results
- rapid creation of “what-if” scenarios to evaluate and **respond** to changes across many functions

*Large manufacturing companies with complex supply chain networks and volatile business environments rely on RapidResponse for collaborative planning, continuous performance management, and coordinated response to plan variances across multiple areas of the business.*

## A Control Tower Solution Serves Many Masters

**S&OP** – Ensure tight integration of all planning layers and functions – combine demand and supply planning, and volume and mix planning. Accurately measure actions against financial targets and corporate objectives. Accelerate both the S&OP process and the frequency of mid-cycle adjustments.

**Demand Planning** – Facilitate a collaborative and integrated demand planning process supported by proactive monitoring and swift response to ongoing demand plan variances.

**Supply and Capacity Planning** – Perform planning on a global basis, across the planning horizon and inclusive of external trading partners.

**MPS** – Realign supply to stated demand on a monthly, weekly, daily and near real-time basis, by modeling the complete supply chain — from finished goods, down through the bill of material, across sites and contract manufacturers.

**Supplier Collaboration** – Integrate key suppliers directly into the decision-making process to exchange early warnings and collaboratively resolve supply chain risk issues.

*It is impossible to get reliable and real-time information about risks to the business, and more important, to course correct in a meaningful and rapid manner, using disparate technology solutions.*

**Order Promising** – Determine achievable delivery dates that satisfy customers while still supporting the company’s business objectives by collaborating with the supply chain and instantly modeling, sharing and comparing projected results of various action alternatives.

**Inventory Management** – Ensure inventory analysis is a continuous, value-driven activity leveraged in a variety of ways across multiple business processes.

**NPI** – Model multiple product launch scenarios and apply appropriate risk mitigation strategies. Link your project plan milestones to your supply chain.

**Integrated Project Management** – Provide project management teams with resources to manage expectations and keep projects on track despite ever-changing demand and supply variables.

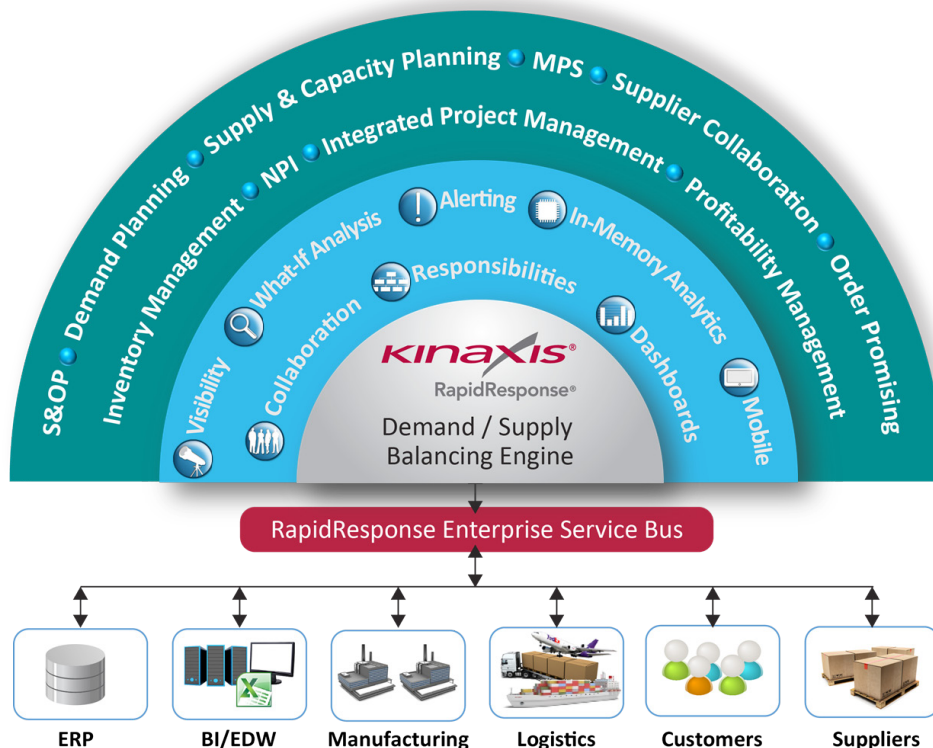
**Profitability Management** – Link costing information to “what-if” scenario analysis capabilities. Allow managers to immediately calculate the financial impact of demand and supply plan variances, and use profitability considerations as a factor in the options for course correction.

**Kinaxis Control Tower Solutions are Powered by a Single Product**

**A control tower solution by Kinaxis is different from other enterprise software solutions in that it is based on a single product, with a single code-stream that can service many different functional requirements.**

This provides a distinct advantage over the alternatives of an assortment of ERP bolt-on modules or standalone software applications that solve point agendas and that are loosely tied together, if at all; or alternatively, a proliferating collection of Excel spreadsheets that offer flexibility, but suffer from serious limitations in reliability and scalability.

The information flow latency—and therefore decision latency—in these environments is enormous. In today’s dynamic market, you must be able to evaluate situations in seconds, not hours or days. When analysis is too difficult to perform and takes too long, it simply doesn’t happen. The end result is that companies struggle to get alignment of demand and supply, because agility and adaptability are nearly impossible to achieve



With RapidResponse you don't have to make a choice between reliability or flexibility. RapidResponse provides a solution that is reliable, stable, and scalable. The data has integrity and ties to the formal systems of record, but the functionality can be quickly adjusted to new processes and priorities.

#### Control Tower – Business Benefits

With a single, holistic view of the business, supported by rich analytical tools, individuals across various operations functions can come together to collaboratively make decisions that benefit the enterprise as a whole. A control tower solution

with RapidResponse at its foundation drives significant breakthroughs in the effectiveness of decisions, the efficiency of actions, and the confidence in the promises made to the customer.

With a robust control tower solution, your operations organization can work as one to:

- dynamically balance supply and demand
- reduce corporate risk
- optimize human capital
- improve customer service
- maximize corporate profits

The Power of **ONE**  
every **ONE**  
around **ONE** view  
making decisions as **ONE** team  
empowered by **ONE** product

## ABOUT KINAXIS

Kinaxis delivers a cloud-based solution at the heart of planning and response management for value chain operations. Large manufacturing companies with complex supply chain networks and volatile business environments rely on **RapidResponse** for collaborative planning, continuous performance monitoring, and coordinated response to plan variances across multiple areas of the business. With RapidResponse, enterprises are able to attain a control tower solution that encompasses a full spectrum of supply chain related business processes, including such functions as: **S&OP, supply and capacity planning, demand planning, and supplier collaboration**. As a result, Kinaxis customers have replaced disparate planning and performance management tools and are realizing significant operations performance breakthroughs. From a single product, customers are able to make both long-term and real-time demand and supply balancing decisions quickly, collaboratively, and in line with the shared business objectives of multiple stakeholders.

[www.kinaxis.com](http://www.kinaxis.com)

Kinaxis World Headquarters  
700 Silver Seven Road  
Ottawa, Ontario  
Canada K2V 1C3  
tel: +1 613.592.5780  
toll free: +1 866.236.3249  
support: +1 866.463.7877  
fax: +1 613.592.0584  
email: [info@kinaxis.com](mailto:info@kinaxis.com)

To the best of our knowledge, this case study is accurate as of the date published. This data sheet may be updated by Kinaxis from time to time at its discretion.

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