**Forecasting to Meet Demand**
Roland Martin
Senior Scientist
Center of Excellence for Forecasting & Replenishment SAP

**Outline:**
Sales or demand forecasting is often the basis for planning, which in turn aims at satisfying customers' demand. Thus, forecasting processes and functions are embedded in a larger context. We will examine specific challenges facing the practical forecaster, with a special emphasis on what requirements result from the subsequent use of forecasts for planning, production and replenishment. We will address data quality and interpretation, forecast processes and methods, forecast accuracy measurements, forecastability of demand, forecasting software selection etc. The workshop will not be focused on which is the best forecasting approach but rather to learn what are the everyday challenges in forecasting.

**Duration** – ½ day

**Additional details**
The workshop will mainly cover the topics already discussed in the forecasting workshop that was conducted at ISF2014 in Rotterdam. Participants will not require any computing equipment for this workshop. A read-out will be provided via E-mail to the participants after ISF.