

# New Horizon Strategic Planning

## Planning for the Long Haul

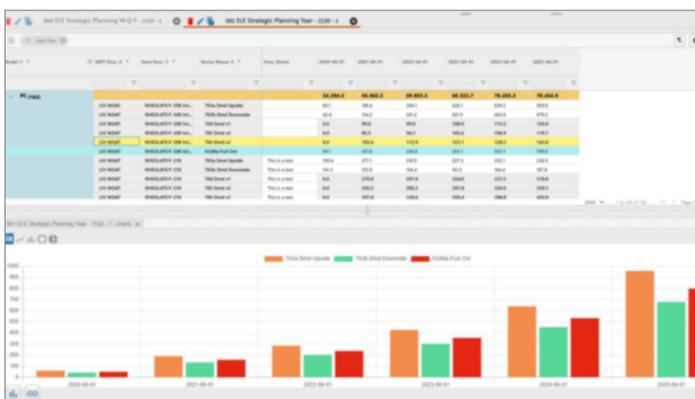
### Comprehensive Support for Long-Term Business Planning

The sales and operations planning (S&OP) process traditionally focuses on the medium-term, with planning horizons of 24 months being typical. To support longer-term planning – think 3-5 years or more – companies need additional capabilities to ensure that they meet their strategic goals.

New Horizon Strategic Planning enables companies to engage in strategic planning in the areas of demand, supply, and finance. Planners can create long-range demand, capacity, and capital expenditure (CapEx) plans. Planning at the monthly, quarterly, or annual level facilitates the longer time frames. What-if analysis allows users to compare alternative scenarios.

### Achieve Revenue Goals With Long-Term Demand Planning

Planning demand for longer time frames is critical to ensure you can meet your long-term revenue goals. This is



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particularly true in industries with long product development or manufacturing capability buildup time frames. It's also true for products with long aging cycles, such as wine and spirits. With a long-term strategic plan in place, you can perform a reality check against long-term corporate revenue plans. The long-term strategic plan then serves as a demand schedule against which you can plan for sales channel investment, product research and development, and manufacturing technology investment.

### Plan Long-Term Supply With Strategic Capacity Planning

When planning long-term supply, companies need to project resource and labor needs at an aggregate level so they can plan capacity without getting bogged down in the details. Strategic Planning's capacity planning enables you to plan at the product family level rather than at the item level. This way, you can focus on the big picture and quickly run alternative scenarios.

### Forecast Financial Needs Using CapEx Planning

For strategic planning purposes, you will want to plan CapEx for new products, new manufacturing plants, new production lines, new distribution centers, and other supply chain investments. This will facilitate discussions with the CFO, CEO, and board to ensure that a company's fund raising and spending plans align with long-term operational needs and goals.

## KEY CAPABILITIES

- Single platform for demand, supply, inventory, and finance
- Long-term demand planning
- Strategic capacity planning
- Financial CapEx planning
- Simulation and scenario analysis
- Planning at the monthly, quarterly, or annual level

## KEY BENEFITS

- Support the strategic planning process
- Align medium-term S&OP plans with longer-term strategic plans
- Identify and close gaps to ensure attainment of long-term strategic goals
- Engage senior management in the planning process

## Plan at the Monthly, Quarterly, or Annual Level to Focus on the Big Picture

For all your strategic planning, you will want to plan at the monthly, quarterly, or annual basis rather than at the daily or weekly levels needed for tactical and operational planning. By planning in aggregate time buckets, you can run new scenarios quickly and avoid getting lost in the details.

## Compare Alternatives With What-If Scenario Analysis

An important part of strategic planning is scenario planning — creating different plans under different assumptions to prepare for a range of possibilities. New Horizon's high performance planning engines enable you to quickly run what-if simulations so you can then evaluate and compare different scenarios. Such simulations allow the user to see the impact using different annual growth rates or manual demand overrides. Users can add new scenarios in addition to the out-of-box "most likely," "upside," and "downside" options.

## The New Horizon Suite: Planning Made Easy

Strategic Planning is just one application in New Horizon's comprehensive planning suite. The New Horizon Suite brings a more modern approach to supply chain planning software. We leverage the latest advances in AI, machine learning, and cloud technologies to offer better plans, a more intuitive user experience, and quicker, less expensive implementations. The result is superior service levels, reduced inventory, faster time to value, and lower TCO. New Horizon – Planning Made Easy™.

## To learn more:

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