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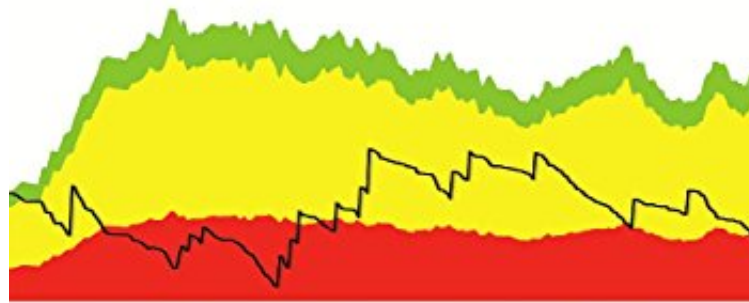
Carol Ptak, Chad Smith

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DDMRP

Demand Driven Material Requirements Planning



An Intuitive Proven Planning and Execution Method
for Today's Complex and Volatile Supply Chains

Ptak and Smith

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Carol Ptak, Chad Smith : Demand Driven Material Requirements Planning (DDMRP) before purchasing it in order to gage whether or not it would be worth my time, and all praised Demand Driven Material Requirements Planning (DDMRP):

0 of 0 people found the following review helpful. A must read for all those who are dependent upon MRP.By John MelbyeCarol Ptak and Chad Smith continue to bring relevant methodology to the world of manufacturing and planning. This methodology and the principles of DDMRP solve many, if not all, of the problems we face in manufacturing. And, it extends to distribution and other industries as well. This book clearly illustrates what is wrong with the methods we are using today, then proceeds with a comprehensive solution that builds on many of the basic principles that we all use today. A must read for all those who are dependent upon MRP and for those manufacturers

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A very relevant approach to managing production... Clearly explained and well supported by numerous simple examples.

In the 1950s, a planning method was conceived called "Material Requirements Planning (or MRP)"; MRP changed the world of manufacturing forever. But times have changed—customer tolerance times are much shorter, product variety and complexity has increased, and supply chains have spread around the world. MRP is dramatically failing in this "New Normal"; Demand Driven Material Requirements Planning (DDMRP) is a practical, proven, and emerging method for supply chain planning and execution that effectively brings the 1950s concept into the modern era. The foundation of DDMRP is based upon the connection between the creation, protection, and acceleration of the flow of relevant materials and information to drive returns on asset performance. Using an innovative multi-echelon "Position, Protect, and Pull" methodology, DDMRP helps plan and manage inventories and materials in today's more complex supply scenarios, with attention being paid to ownership, the market, engineering, sales, and the supply base. This method enables a company to decouple forecast error from supply order generation and build in line to actual market requirements, and promotes better and quicker decisions and actions at the planning and execution level. DDMRP is already in use by MAJOR Global 1000 companies. Demand Driven Material Requirements Planning is THE definitive work on DDMRP, and will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program. Features THE authoritative work on the emerging DDMRP methodology. Provides a clear, concise, and compelling explanation of the breakdown of conventional planning systems. Includes immersive and extensive examples that bring DDMRP to life across multiple industries, including vertically integrated supply chains, fast-moving consumer goods (FMCG), heavy fabrication and assembly, and retail and wholesale distribution. Features over 300 graphical figures. Ptak and Smith are world renowned leaders in the fields of MRP, Theory of Constraints (TOC), Quality Improvement, and Supply Chain Management.

What industry experts are saying about Demand Driven Material Requirements Planning (DDMRP)... With the development of DDMRP and now the writing of this book, Ptak and Smith have broken through common practice to bring common sense to supply chain management. If your company is facing variability and uncertainty across your supply chain and the future looks little like the past, then this book holds the answer. DDMRP represents the future of planning in today's complex and volatile supply chains. Inherent flaws in the traditional planning approaches are exposed and resolved for today's complex adaptive supply chains. With the Demand Driven Adaptive Schema and the pivotal position of Demand Driven Sales and Operations Planning, this is not just a better way to plan; it is a better way to run an organization in today's hypercompetitive environment. Operations and strategy can now easily and realistically be connected bi-directionally, allowing both to adapt to critical changes for the best return on shareholder equity. This book is the ultimate reference for this new way of life across a dynamic adaptive supply chain.—Dick Ling SOP Consultant and Author of Orchestrating Success