



Demand Driven Planner (DDP) - International Certification

The Demand Driven Institute – The Global Authority on Demand Driven



What does "Demand Driven" mean?

The term was invented in 2002 at PeopleSoft. It was and is still defined as: *"Sensing changing customer demand, then adapting planning and production while pulling from suppliers – all in real time!"*

Becoming "Demand Driven" requires a fundamental shift from the centrality of supply and cost based operational methods (commonly referred to as “push and promote”) to a centrality of actual demand and flow-based methods (commonly referred to as “position, protect and pull”).

The term “actual demand” is extremely important in distinguishing it from a re-branded and somehow superior forecasting approach, because it represents the true quantity of a product or service that customers request. It's a key metric for supply chain and inventory management, helping businesses plan their production and stocking strategies. Forecasts are still used in the Demand Driven approach but are tied to operational and tactical capability rather than order activity.

Evolution of Supply Chain Characteristics: 1965 vs. Today

Supply Chain Characteristic	1965	Today
Supply Chain Complexity	Low	High
Product Life Cycles	Long	Short
Customer Tolerance Times	Long	Short
Product Complexity	Low	High
Product Customization	Low	High
Product Variety	Low	High
Long Lead Time Parts	Few	Many
Forecast Accuracy	High	Low
Pressure for Less Inventory	Low	High
Transactional Friction	High	Low

Why do organizations need to become Demand Driven?

Volatility, Uncertainty, Complexity and Ambiguity (VUCA) are on the rise and here to stay. Today's supply chains look nothing like the supply chains of the mid 1960s when conventional planning rules were developed! DDMRP broke the mould and started a new way to deal with the VUCA World.

Who would benefit from attending this course?

This program is tailored for professionals in planning, procurement, and supply chain roles who oversee the management of a DDMRP system. It is also relevant for individuals or teams involved in any aspect of the supply chain impacted by the planning or outcomes of implementing a Demand Driven Operating Model (DDOM) or the Demand Driven Adaptive Enterprise (DDAE) model. The course provides comprehensive insights into DDMRP principles and practices, making it an essential preparatory training for the Demand Driven Planner Professional (DDPP)[™] certification exam.

Content Outline

Demand Driven Planner (DDP) - The Demand Driven Institute (DDI)

<p>Module 1: Planning in the Modern World</p> <ul style="list-style-type: none">- Part 1: The Precisely Wrong Problem- Part 2: The VUCA World <p>Module 2: The Importance of Flow</p> <ul style="list-style-type: none">- Part 1: It's All About Flow- Part 2: Flow as a Common Objective- Part 3: An Important Caveat <p>Module 3: The Power of Decoupling</p> <ul style="list-style-type: none">- Part 1: A Core Problem- Part 2: Introducing Decoupling- Part 3: Decoupling the Bullwhip <p>Module 4: Introducing DDMRP</p> <p>Module 5: Strategic Inventory Positioning</p> <ul style="list-style-type: none">- Part 1: Determining Strategic Decoupling Points- Part 2: Decoupled Lead Time- Part 3: Decoupled Lead Time and the Matrix BOM <p>Module 6: Distribution Network Positioning</p> <ul style="list-style-type: none">- Part 1: The Push and Promote Problem- Part 2: Hub and Spoke Positioning <p>Module 7: Buffer Profiles and Levels</p> <ul style="list-style-type: none">- Part 1: Introducing Decoupling Point Buffers- Part 2: Buffer Profiles & Individual Part Properties- Part 3: Calculating Buffers <p>Module 8: Dynamic Buffer Adjustments</p> <ul style="list-style-type: none">- Part 1: Recalculated Adjustments- Part 2: Planned Adjustments	<p>Module 9: Demand Driven Planning</p> <ul style="list-style-type: none">- Part 1: The Net Flow Equation- Part 2: Average On-Hand Range and Target- Part 3: DDMRP Supply Order Generation Simulation- Part 4: Decoupled Explosion- Part 5: Hybrid Fast Mover Supply Order Generation- Part 6: Prioritized Share <p>Module 10: Visible and Collaborative Execution</p> <ul style="list-style-type: none">- Part 1: Buffer Status Alerts- Part 2: Synchronization Alerts <p>Module 11: Tactical Planning & Operational Scheduling With DDMRP</p> <ul style="list-style-type: none">- Part 1: Relevant Ranges- Part 2: DDMRP & Tactical Capability Planning- Part 3: DDMRP & Operational Scheduling- Part 4: DDMRP & the Basic Scheduling Assumptions- <p>Module 12: Adapting the DDMRP Model (DDS&OP)</p> <ul style="list-style-type: none">- Part 1: An Introduction to Demand Driven S&OP- Part 2: DDMRP Tactical Review- Part 3: DDMRP Tactical Projections- Part 4: DDMRP Model Reconfiguration- Part 5: DDMRP Tactical Exploitation- Part 6: DDMRP Strategic Recommendation- Part 7: DDMRP Strategic Projection <p>Module 13: Program Summary</p>
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Text books and Additional Resources

- **The official texts for the Demand Driven Planner (DDP) program are:**
 - **Demand Driven Material Requirements Planning V3** by Ptak and Smith (Industrial Press, 2019).
 - **Orlicky's Material Requirements Planning 4th Edition** by Ptak and Smith (McGraw-Hill, 2023).

* **Note:** Although these materials are highly recommended, they are not required for passing the exams:

- **Additional Recommended Resources:**
 - Attendees are encouraged to review **Precisely Wrong – Why Conventional Planning Fails and How to Fix It** by Ptak and Smith (Industrial Press, 2017).
 - Visit the "**DDMRP - All in One Page**" section on the program website for an overview.
 - Familiarize yourself with terminology by consulting the **Demand Driven Institute Dictionary**.

Upon completion of this course, participants will be able to:

- Understand the principles of Demand Driven Material Requirements Planning (DDMRP)
- Understand the differences between MRP and DDMRP
- Be able to perform all calculations and buffer sizes
- Participate in a DDMRP implementation project
- Have lifelong access to the latest DDP online videos (these are the latest class presented by one of the co-founders of the institute –individuals can keep up with the latest thinking and body of knowledge)
- Write the DDP exam as the course material is sufficient

Duration

- The DDP program is delivered over 2 consecutive days of instruction.
- This can be customised for groups wanting to attend online (eg 4 half day sessions presented over a 4 week period at a time convenient to the group).
- To earn DDPP (Demand Driven Planner Professional) designation, individuals must attend a DDP (Demand Driven Planner) program and write the DDPP exam.

Methods of delivery

This course can be delivered in the following formats by a DDI (Demand Driven Institute) recognised instructor:

- **Face-to-Face Public Classes:** Conducted at a venue selected by the facilitator.
- **Online Public Classes:** Instructor-led sessions delivered via Microsoft Teams.
- **In-House/On-Site Training:** Delivered face-to-face at your company's premises by a recognised instructor. Ideal for supply chain groups, departments, or cross-functional project teams. Scheduling is flexible, based on agreed dates and times. A minimum number of participants is required.

Inclusions and Exclusions of the Prices in the Quotation

Included:

- Instruction by a recognized instructor
- A slide booklet containing all the slides to be discussed during the course
- A Practice Exam paper
- Guideline on how to prepare for the open-book examination

Excluded:

- The examination fee
- Any additional materials or textbooks
- Membership fees

Exams and Assessments

- The DDPP™ test is an open-book test – notes and references can be used. We encourage you to have a spreadsheet program ready – it may make some calculations/series of calculations easier to manage. A calculator feature is included in the testing mechanism.
- The test is offered through our international testing partner Prolydian.
- As the testing center is available 24 hours a day, seven days per week, an individual can take the exam at a time and place that is convenient for them.
- The exam is available online and is an open book exam. There is no time limit to writing the exam.

Maintenance

In order to keep your DDP designation you are required to maintain it. Certification maintenance cycles run in five-year intervals, commencing from the date of initial certification and ending the last day of the month that initial certificate was received (5 years later). The maintenance application needs to be completed on-line as well as a maintenance fee needs to be paid

If there are any further questions or if you need assistance with anything else, please feel free to contact me. I'm here to help.

Enjoy your day!

Marieta Glas

CPIM, CPF, CSCP, CSCA, CISCM, CIPN

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