



CERTIFIED PROFESSIONAL
IN DEMAND FORECASTING

ABOUT ORGANIZERS



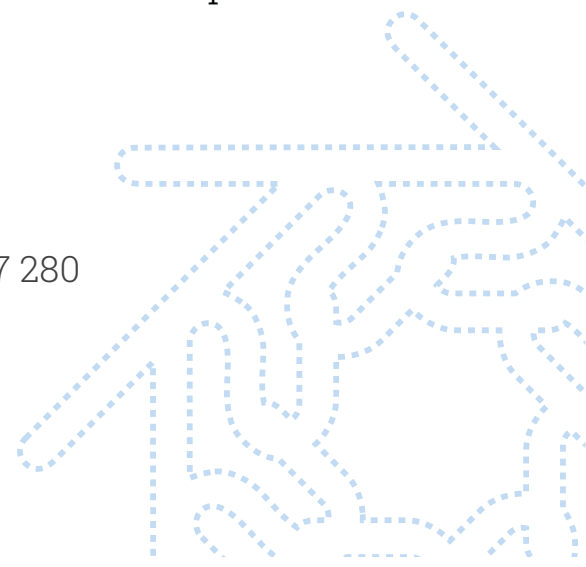
Saber Middle East is a vibrant consulting and training firm dedicated towards serving companies in the MENA region to achieve Operations Excellence. It is lead through partners who have over 20 years of international experience in USA, Brazil, the Middle East and GCC countries.



The International Institute of Forecasters (IIF), is a non-profit organization dedicated to developing the knowledge on forecasting. Its main objective is bridging the gap between theory and practice, and bringing together decision makers, forecasters, and researchers from all nations to improve the quality and usefulness of forecasting.

CONTACT INFO

Head Office: T/F +961 5 430 574 | M +961 3 977 280
Branch Office: T +971 50 648 6812
training@saber-mena.com
www.saber-mena.com



OVERVIEW

CPDF is a certification program for demand forecasters and planners working in supply chain industries, and endorsed by **The International Institute of Forecasters (IIF)**, whose purpose is to advance knowledge and research in forecasting.

The CPDF program is comprised of three levels:
Level I - Basic, Level II – Master, and Level III – Pro.

Each Level of the CPDF consists of both instructor-led workshop training hours, and independent hours to be accomplished through self-paced e-learning environment. The successful completion of each level will qualify participants to earn a certificate:

CPDF Level I - Forecasting Principles and Best Practices

CPDF Level II - Forecasting Methods and Performance Management

CPDF Level III – Certified Professional in Demand Forecasting
(Pre-requisite Levels I & II)

The CPDF qualification will address multidimensional job roles in demand forecasting such as data display, database management, understanding quantitative and qualitative projection techniques, model creation and execution, forecast accuracy measurement, model and forecaster performance analysis, organization, and collaborative planning.

Interaction will be an integral part of the program.
Computer workshops will follow each topic for practical training.

1. Full attendance of hands-on workshops is required
2. Successful submission of required worksheets through e-learning system
3. CPDF is not a test-based program; it's a hands-on workshop

 A laptop is required to run the computer exercises!



TRAINER PROFILE

HANS LEVENBACH | PhD



Dr. Hans is Founder and President of Delphus, Inc., which provides the PEER Planner Demand Forecasting and Replenishment Planning software solution for supply chain companies as well as hospital management organizations.

He began his career at AT&T Bell Laboratories as an applied statistician specializing in predictive analytics, forecaster training and developing decision support systems. After the breakup of the Bell System, he founded Delphus. He has taught statistics and forecasting courses at Columbia University as well as MBA Statistics at New York University.

Dr. Hans enjoys traveling and attending the annual International Symposium on Forecasting, where he gained much of the background for the most recent book. He is an elected Fellow, Past President, Treasurer of the **International Institute of Forecasters (IIF)**, and served on the editorial board of FORESIGHT, the practitioner journal published by the **IIF**. He is also a member of APICS, INFORMS, American Statistical Association and elected member of the International Statistics Institute.

In collaboration with the International Institute of Forecasters, Dr. Hans has been instrumental in designing and constructing "Certified Professional in Demand Forecasting" (CPDF) curriculum for the professional certification of practitioners globally.

Highlights

- Applied Statistician
- Associate Professor
- Founder & President
- Columbia University
- New York University
- AT&T Bell Laboratories
- Delphus Inc.
- IIF

KEY BENEFITS

Establish a framework for demand forecasting in the supply chain

Introduce a four-step process for streamlining the forecasting cycle

Define and visualize major demand forecasting techniques









Identify appropriate accuracy measures to evaluate demand forecasting and forecasting models

Complement non-traditional methods with proven approaches in forecasting model development



WHO SHOULD ATTEND?

This program is directed to groups of members involved in planning, implementing and managing the company's functions:

-  Demand Planners
-  Supply Chain Managers
-  Production Managers
-  Financial Analysts
-  Demand Forecasters
-  Operations Managers
-  Sales Managers
-  Market Analysts



Agenda

DAY 1

Part I – Overview: The GLOBL Demand Forecasting and Planning Cycle in the Supply Chain

- Concepts of Change and Chance in demand forecasting
- Role of demand forecasting in the supply chain
- Contrasting simple, complicated and complex processes
- Understanding the respective roles of demand forecasters, planners and managers
- Establishing a Budget Forecasting Cycle for a forecasting Simulation game
- The PEER Model
- Internal and external drivers of demand (good factors)

Part II – Establishing a Data Framework for Creating a Forecast Decision Support System

- Ways to characterize demand
- Types of activity being forecast
- Budget data for a rolling forecast
- Lead-times and rolling forecast horizons
- The on demand dashboard and forecasting system
- Determining forecasting requirements by organization
- Internal factors likely to influence forecast
- Establishing a database framework for efficient storage and retrieval of data and information

Part III – Preparing the Baseline Forecast for the Forecast Simulation Game

- Improving the quality of data in preparation of a statistical Forecast
- Selecting the appropriate aggregation level at which statistical forecasts are to be generated
- Using a statistical forecasting engine to create unconstrained rolling baseline forecasts
- Allocating unit and revenue forecasts to lowest levels: SKU and Customer/-Locations
- Recognizing the implications of making subjective judgments and overrides to multi-level forecasts

DAY 2

Part IV – Goals and Objectives of the Forecast Simulation Game

- Defining the objectives of the forecasting cycle
- Recognizing the drivers of demand
- Creating rolling baseline forecasts for a multi-period horizon
- Evaluating forecasting performance over the horizon with multiple metrics
- Recognizing and documenting adjustments and overrides necessary to reflect changes in the business
- Environment and current assumptions
- Reforecasting for multi-period horizons
- Re-evaluating forecasts in light of updated history
- Presenting forecasts (CHANGE) with associated prediction limits (CHANCE)
- Validating base assumptions and creating a rationale for advice to management and the forecast users

Part V – Bias and Precision: Establishing Forecast Error Metrics with Statistical Models

- Defining Bias and Precision as the basis for determining forecast accuracy
- Interpreting prediction limits in statistical models
- Identifying accuracy measures for evaluating demand forecasts
- Defining Key Performance Indicators (KPI) for uses of forecasts

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Valued Clients

