



Collaborative Planning, Forecasting, and Replenishment: How to Create a Supply Chain Advantage

Dirk Seifert

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"The process known as "Collaborative Planning, Forecasting, and Replenishment" (CPFR) is supply chain management taken to the extreme. The first book to document this cutting-edge technique that's been adapted by companies like Wal-Mart, Pillsbury, and Procter and Gamble, "Collaborative Planning, Forecasting, and Replenishment" collects case studies and contributions by the foremost experts in the field to give readers an insightful introduction to this revolutionary new supply chain method. The CPFR technique involves supply chain members sharing information in real time over the Internet, enhancing the collaborative dialogue between retailers and vendors. The process allows long - and short-term planning to happen instantaneously, as information is shared regarding forecasts, shipping and production, point-of-sale data, and order generation. Based on groundbreaking research done at Harvard Business School, this book shows anyone involved in long-term strategic planning how CPFR can be implemented - quickly, successfully, and in almost any setting".

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