



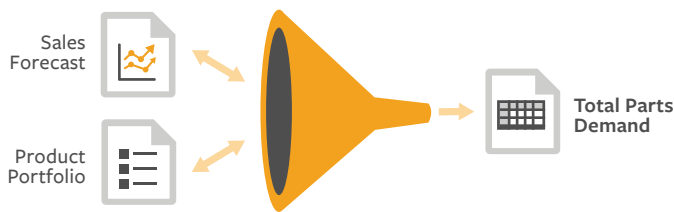
# Demand

## Reduce Costs with Better Demand Analysis

### Overview

To compete in today's challenging global economy, product companies outsource more and more. Many OEMs rely on their manufacturing and supplier partners for some, or all, of their parts procurement. But how do you know if your partner is providing the best prices? Once you give up your control of procurement, you lose pricing visibility and relegate material requirements planning activities to your partners. And those partners are in business to maximize their profits – not yours.

With Arena Demand, take back cost control with the ability to aggregate and analyze component usage across your entire product portfolio. Demand automates the cumbersome planning activity that is often done via spreadsheets. It leverages the Arena bills of materials (BOMs) to determine part usage across the entire product portfolio and calculates the total parts required to fulfill demand. Demand provides you with the visibility to understand the true cost of goods sold. With the ability to look at aggregated volume demand, you can evaluate volume discounts and negotiate better prices from your partners. Arena Demand also provides your teams with a better way to plan, estimate realistic costs, and purchase components during the early prototyping phase where production is limited or done internally.



Key Benefits	What Arena Demand Does
✔ <b>Improves Negotiation Leverage</b>	<ul style="list-style-type: none"><li>• Calculates your aggregated part usage across all product lines, factoring in forecasted demand for each distinct part in your item master</li><li>• Provides insight to capitalize on volume purchasing opportunities</li><li>• Creates leverage when negotiating part costs</li></ul>
✔ <b>Streamlines New Product Introduction (NPI) Processes</b>	<ul style="list-style-type: none"><li>• Automates calculations that are cumbersome and error prone via spreadsheets</li><li>• Gives insights into how design changes (e.g., ECO) during the NPI process impact future volume purchases</li><li>• Helps you better understand how part replacements or eliminations will impact cost based on demand across all your products</li></ul>
✔ <b>Reduces Cost of Goods Sold (COGS)</b>	<ul style="list-style-type: none"><li>• Drives component sourcing consolidation opportunities</li><li>• Provides engineering and purchasing with an easy way to determine purchased part volumes and determine realistic proposed costs for early prototype build plans</li><li>• Influences product design decisions to reduce costs based on total part demand</li></ul>

### Reducing Costs Has Never Been Easier

Demand Analysis gives you early and immediate insights regarding your purchased material costs. You gain a clearer picture of how many parts are required to satisfy the build forecast. Use Arena Demand to leverage your partners for the best prices.

Arena Demand helps you make better purchasing decisions, increase product profitability, and deliver products that change the world. Don't wait any longer. Start using Arena Demand today.

To find out how you can join our community of innovative customers, contact [sales@arenasolutions.com](mailto:sales@arenasolutions.com) or call 1.866.937.1438.

### In Control

With Arena Demand, you can eliminate manual processes to connect product-level sales forecast to the supporting component demand forecast. Demand's product level forecast uses the bills of materials (BOMs) to drive accurate component time-based need. Now you can independently and quickly trust your own usage and demand forecasts to determine realistic volume purchasing.

### Responsive

As your design teams frequently release change orders that add or remove items and approved manufacturers' parts throughout your product portfolio, you can easily create new component demand forecasts.

### Proactive

As your sales teams dynamically update their sale forecasts, your procurement team can update overall component demand forecast and notify your supply chain.

### Easy

Too small for an ERP/MRP system? Using spreadsheets to keep track of costed BOMs? Relying on contract manufacturers to pass along component part savings? With Arena Demand, you have an easy way to determine usage across all your products and calculate component quantities easily to fill your customers' forecasted demand.

### Better Decisions

With increased component demand visibility across your product portfolio, you have the information at your fingertips to leverage your future demand to make better procurement planning and design decisions.