E2open Allocation and Order Promising
Reliable Order Fulfillment for Improved Customer Satisfaction

Automating order promising strategies with E2open’s Allocation and Order Promising application eliminates manual reallocations and provides greater stability of promise, leading to a reputation for reliability. Based on a fresh, validated view of available materials and current capacity from the network, promises are driven by commitments made to customer forecasts, allocations to strategic markets and customers, and previously made promises to customers.

In addition to impacting forecasts and production plans, demand and supply volatility can invalidate promises made to customers, putting their satisfaction in jeopardy. The allocation of on-hand inventory and incoming supply to customer orders must be reevaluated frequently — and sometimes multiple times per day. Re-promising must consider previously made commitments, promises and allocations so customers find the supply response to be reliable over time.

Part of E2open’s Business Planning intelligent application suite, E2open Allocation and Order Promising has been proven to increase the reliability of promises to customers without manual workarounds for adjusting orders and re-planning supply allocations. As a result, organizations can commit to customers’ orders with confidence.

**KEY FEATURES**
- Powerful and flexible rule sets and allocation strategies
- Smart allocation for meeting high-priority demands
- Feasible ATP and CTP order commitments based on materials availability and supplier, transportation and manufacturing capacity
- What-if scenarios for evaluation, comparison and planning
- Gating component identification
- Ability to identify and resolve exceptions quickly

**KEY BENEFITS**
- Ensure that order promises are feasible in light of any materials and capacity constraints
- Improve customer satisfaction by respecting previous commitments as much as possible
- Make realistic and trustworthy order promises, knowing they are based on near real-time data from the network
- Commit to customers with confidence while reducing expedites
- Improve on-time delivery metrics

Best-in-Class Allocation and Order Promising

E2open Allocation and Order Promising leverages near real-time data not only from internal sources, but also from suppliers and contract manufacturers through a variety of connectivity options. Fresh, reliable underlying data increases the accuracy and consistency of the available-to-promise (ATP) and capable-to-promise (CTP) response while improving the likelihood of on-time fulfillment.
Planners can define powerful rule sets to determine production and service priorities. These might involve prioritizing the most profitable products in the event of component shortages, servicing strategic markets and key customers first, or shipping first-in-first-out (FIFO) at certain stages in the quarter. The application’s configurable business rules are easy to use and adaptable when circumstances change.

The flexibility of E2open Allocation and Order Promising empowers planners to act in the best interests of customers and the organization:

- **Demand classification**: The application groups demands based on previous commitments, previous forecasts, previous plans or plan targets, and then prioritizes wisely for demand and supply matching. Upsides can be accommodated without the risk of unknowingly decommitting to a higher priority customer or underserving a strategic channel.

- **Forecast and demand allocation**: To facilitate order prioritization, the application associates individual customer orders and net forecasts with various demand classes. Identifying customer orders that have been forecasted previously improves the reliability of commitments to customers.

- **Priority management**: The priority management feature generates the priority sequence that matches supply and demand. The higher a demand signal appears in the sequence, the greater the likelihood that it will obtain supply for on-time delivery. Using this feature, planners can apply rule sets based on any attribute of demand, such as time, customer segmentation, demand classes, previous commitments, product, revenue or margin. These flexible and powerful rule sets can also represent different order fulfillment strategies planners can use and adapt to best meet key performance indicators (KPIs) or planning goals.

- **What-if scenarios**: Using what-if scenarios, planners can evaluate various priority strategies on large-scale datasets before choosing a course of action. Planners can also simulate upside demand or short supply before changing the operational plan. This improves on-time, in-full (OTIF) metrics and minimizes expediting costs and efforts. Rule sets increase productivity by allowing planners to generate feasible ATP and CTP promise and re-promise dates for large supply chains all at once. The need to manually adjust large numbers of allocations or generate continuous simulations to find feasible plans is eliminated.

**End-to-End Supply Chain Management Platform**

Once an organization implements any E2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain.

The E2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine-learning enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

**Commitments made to customers using E2open Allocation and Order Promising are feasible and realistic based on available materials, current capacity and fresh, validated network data. Incorporating both current and previously made commitments leads to reliable promises and increased customer satisfaction.**