

Demand Driven Material Requirements Planning (DDMRP)

By Carol Ptak, Chad Smith

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In the 1950s, a planning method was conceived called Material Requirements Planning (or MRP). MRP changed the world of manufacturing forever. But times have changed customer tolerance times are much shorter, product variety and complexity has increased, and supply chains have spread around the world. MRP is dramatically failing in this New Normal. Demand Driven Material Requirements Planning (DDMRP) is a practical, proven, and emerging method for supply chain planning and execution that effectively brings the 1950s concept into the modern era. The foundation of DDMRP is based upon the connection between the creation, protection, and acceleration of the flow of relevant materials and information to drive returns on asset performance.
Using an innovative multi-echelon Position, Protect, and Pull methodology, DDMRP helps plan and manage inventories and materials in today s more complex supply scenarios, with attention being paid to ownership, the market, engineering, sales, and the supply base. This method enables a company to decouple forecast error from supply order generation and build in line to actual market requirements, and promotes better and quicker decisions and actions at the planning and execution level. DDMRP is already in use by MAJOR Global 1000 companies. *Demand Driven Material Requirements Planning* is THE definitive work on DDMRP, and will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program.

Features

- THE authoritative work on the emerging DDMRP methodology.
- Provides a clear, concise, and compelling explanation of the breakdown of conventional planning systems.
- Includes immersive and extensive examples that bring DDMRP to life across multiple industries, including vertically integrated supply chains, fast-moving consumer goods (FMCG), heavy fabrication and assembly, and retail and wholesale distribution.
- Features over 300 graphical figures.
- Ptak and Smith are world renowned leaders in the fields of MRP, Theory of Contraints (TOC), Quality Improvement, and Supply Chain Management.

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Editorial Review

Review

What industry experts are saying about *Demand Driven Material Requirements Planning (DDMRP)...*

With the development of DDMRP and now the writing of this book, Ptak and Smith have broken through common practice to bring common sense to supply chain management. If your company is facing variability and uncertainty across your supply chain and the future looks little like the past, then **this book holds the answer.**

DDMRP represents the future of planning in today's complex and volatile supply chains. Inherent flaws in the traditional planning approaches are exposed and resolved for today's complex adaptive supply chains. With the Demand Driven Adaptive Schema and the pivotal position of Demand Driven Sales and Operations Planning, this is not just a better way to plan; it is a better way to run an organization in today's hypercompetitive environment. Operations and strategy can now easily and realistically be connected bi-directionally, allowing both to adapt to critical changes for the best return on shareholder equity.

This book is the ultimate reference for this new way of life across a dynamic adaptive supply chain. —Dick Ling S&OP Consultant and Author of *Orchestrating Success*

About the Author

Carol Ptak, CFPIM, CIRM, is a partner with the Demand Driven Institute, and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. Ms. Ptak is a past president of APICS, and has authored several books on MRP, enterprise resource planning (ERP), Lean, and TOC.

Chad Smith, CDDP, is a co-Founder and Partner at the Demand Driven Institute, and co-Founder and Managing Partner of Constraints Management Group (CMG), a leading implementer of demand driven operational systems for mid-range and large manufacturers and supply chains. Mr. Smith has co-authored and contributed to several books on MRP, TOC, and demand driven performance.

Users Review

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Lawrence Gregory:

Reading can called brain hangout, why? Because while you are reading a book particularly book entitled Demand Driven Material Requirements Planning (DDMRP) the mind will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely can become your mind friends. Imaging every single word written in a e-book then become one type conclusion and explanation this maybe you never get prior to. The Demand Driven Material Requirements Planning (DDMRP) giving you yet another experience more than blown away the mind but also giving you useful details for your better life with this era. So now let us demonstrate the relaxing pattern at this point is your body and mind are going to be pleased when you are finished reading through it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

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