

What was the Reaction to DDMRP at ASCM 2019?

On September 13th we presented to nearly 500 supply chain and planning professionals at the ASCM International Conference in Las Vegas. The presentation was called “The Four Innovations of DDMRP”. We only had about 55 minutes to present, so we had to make some decisions about how deep we could go. ASCM polled the audience on what they thought about the session. 172 attendees responded and that response was overwhelming.



Most of the audience were people that work in supply chain and planning every day. They are practitioners. They are not selling software seats, mathematical black boxes or consulting billable hours. They have no agenda at this conference except to experience, explore and learn things that may help them in their everyday jobs. We wanted to share the feedback from this presentation with you in its completely unaltered form.

What did these practitioners think about the presentation? On a scale of 1 to 10 nearly half rated it a 10.

Additionally, we had 141 people give us feedback and/or comments about the presentation. We are providing all of them for your review. So, if you are a supply chain, manufacturing or planning practitioner, what do your peers think about these concepts?

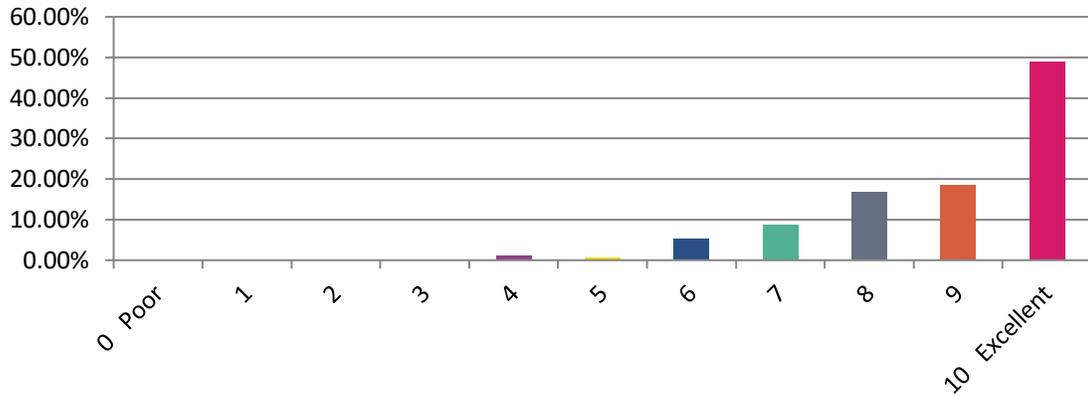
Carol Ptak and Chad Smith

PS: At the end of this document we make some comments on some of the comments that we felt needed a response.



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Please rate this session on a scale from 0 to 10.



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Answer Options	Responses	Percentage
0 Poor	0	0.00%
1	0	0.00%
2	0	0.00%
3	0	0.00%
4	2	1.16%
5	1	0.58%
6	9	5.23%
7	15	8.72%
8	29	16.86%
9	32	18.60%
10 Excellent	84	48.84%
Total	172	100

Average Weighted Score	8.91
NPS	60.46511628

Additional comments

Excellent presentation

Great presentation and a lot of good information. Highly enjoyed and recommended. I may have to go buy their book!

Great information, need some more time to really understand how DDMRP works and how it will fit within my organization.

As a sub component planner the material has given me a lot to think about in regards to how I evaluate my demand. Presenters were well spoken.
Good overview. Would have wanted more depth (or a simple concrete example) but understand there's a time constraint.
Good information to help challenge our evaluation of customer demand
Good presentation
Presenters did an excellent job.
Very relevant. For the oil tooling industry. Key is to determine the decoupling points and buffer values and how to work in tandem with current legacy software. Bought the book to help demystify this!
Implementing and buffer calc difficult Scale also hard
Excellent presentation! Easy to understand the principles and methodology. Well done! Thanks.
Would like to see more in depth information. The light bulb didn't go off
Both speakers were well spoken and presented great ideas
It made me want to explore further
It was way over my head, but for those who live and breath planning, this was great material. Very well presented.
Content was relevant to me and is the kind of knowledge I attend the conference for.
Best presentation of the show so far.
Topic is closely related to my job. It was very educational and was presented well.
Very interesting concepts. Excited to try this!
Thought provoking
Thank you
Very informative with technical info It was nice to see the various formulas presented
Great information and transforming into a new method of data management!
Great high level practical discussion
Clearly presented
Presenters were excellent.
Good presentation and good info
Very informative and engaging. I really enjoyed it
Great session, speakers did a fantastic job keeping individuals engaged

Will be looking to buy book to take back. Very interested in presenting it at work.
Wow.
Excellent. Best presentation so far.
The session was just enough to tell me that I need to learn more. :). Carol was a top tier presenter. Chad was really good too. Great job. Thanks.
The promises of DDMRP are truly intriguing and I bought the book immediately after. So
Engaging speakers and interesting topic.
Excellent
Great presentation
This was a very valuable session. They explained it very well and while the subject can be overwhelming; they did a great job.
Ddmrp really makes a lot of sense. I am going back and think about my inventory in a new light.
Real world discussion on MRP and Demand
Very, very good session. Great mix of concepts and ta tactics.
Great presentation very informative
Very useful
Great information and makes a lot of sense. Clearly communicated
Very informative and experienced speakers. Not dry!
Great session. The presenters were really engaging!
DDMRP makes sense. Good overview and why it can help!
Carol and Chad are both professional and very knowledgeable about the subject matter. Good session.
Educational
Outstanding presenters and certainly prompted interest in learning more about DDMRP. Great job.
Speakers were great and engaging!!
Good high level explaining of DDMRP
Great topic and presentation.
Best speakers presented well. Information is very exciting concept
Informative
Thank you for the interesting info
Interesting
Good but too much like a sales meeting
I really liked the presentation. Gave me some good tips.
Love their work
Great course!
Good
Carol Ptak is an excellent presenter and teacher.

It was great!! It answered some of my questions and It provided a new outlook on MRP.

Great presentation, easy to understand

A methodology that I can use at my company

We saw some validation of what we are trying to do and got some great information for a deeper study on how to make DDMRP a core competency.

Four innovations presented have been around for at least 25 years. Whats new is not what is being done but rather the how it is being done. There was bo discussion on how DDMRP deals with Hybrid environments where there is a mix of order fullfilment strategies like MTO, ATO and MTS. i

DDMRP, in the form it was presented, seems to be applicable only to MTS environments where Finished hoofs has multiple level BOMS and there is an advantage or need to keep intermediary stock buffers of assembled components.

Everything was very good.

Great way to look at DDMRP

Carol as always puts on a great presentation

good

Would have been good to have examples. Most of discussion was about why. Real numbers are helpful

Really informative. Carol is a fantastic presenter. Bring her back next year!

They were speaking a little fast. I feel like maybe they needed 10 more min. To really get it across.

Interesting

This is a very valuable session that helps highlight the need for not looking at things through the same glasses because you will miss opportunities for make improvements.

So good I'm going to buy the book

Good

Very informative

I appreciate the detailed discussion on DDMRPoperates and how it compares to MRP. This was the most useful seminar I have attended on the topic, even comparing to linger sessions attended outside of the conference.

Chad's slides were reviewed very quickly. Lots to cover in a short time but it was a complicated subject to cover in less than an hour.

Very interesting topic, want to know more

Great speakers, great topic. Thank you!

Excellent

Always excited to hear Carol speak. Always come away inspired and at least one new tidbit of knowledge! Thanks you Carol and Chad for a great start to day two.
I enjoyed the information. I would have liked a less than 50000 foot view.
Very good session and relevant to issues most companies encounter
Favorite presentation of the conference. Our company is actually doing a lot of what was presented.
Carol is always excellent in how she presents material. Such ease in understanding and her co presenter was great as well.
Awesome as ever!
Really enjoyed the session.
Good speakers and topic that connected to my work
Really enjoyed this topic and speakers. Did a great job
The speakers did a great job of engaging the audience
very knowledgeable speakers and relevant info to take and apply
Great content. Informative thought provoking delivery of the message. Thanks!
Interesting topic
They could have explained DDMRP a bit more. The speakers were really selling the concept more than explaining it. As if they were selling the book, and not giving away the secrets to success.
What I come to ASCM for
Carol is passionate and delivers the challenges of MRP that people resist understanding and Chad delivers the details that those who are interested need to know. They make a good presentation together.
Mind opening
Thanks
By far, one of the BEST sessions of the conference.
Great content
Great content for Demand planning
Always informative and great!
Knowledgeable presenters. Presentation was as advertised and on point. Great balance of overview and detail. I walked out having learned something new that could strategically change how our business operates.

Very insightful
Gong to look into it further
Great work engaging the room!
Would have loved more time on this content.
Great seminar
Great engaging speakers! Presentation was just detailed enough to make you want to learn more.
Always enjoy Carol and Chad's sessions. We've begun our journey using DDMRP models and this helped provide some additional insights and clarity to moving forward.
Good presentation with direct topics that can be investigated further to improve my company plans
First part was interesting. Second a bit more dull
Great engaging presentation that will help us development a new roadmap for our company's supply chain.
Excellent content & presenters.
Thank you for the great information!
Excellent session! I have a lot to learn!
Awesome!!! Always love Carol
Well presented from evangelists. More to learn about the practical work of finding the "fire breaks" which feels difficult and why it may not get done.
Good but conceptual and is software dependent
Interesting topic - well delivered by both Carol and Chad. Great seminar.
Highly relevant and informative. This will be the highlight of my report when I return to work.
Strong delivery
Carol - phenomenal speaker
Thanks
Excellent and engaging speakers
As always Carol and Chad are knowledgeable and effective presenters.
Will be signing up for institute and case studies. I have many planners who are not technically trained and they see the gaps working with MRP. I believe this could be the start of candid conversations and improving my planning process. Like and need visibility.
Quite inspirational. Got me excited about flow and DDMRP first thing in the morning. Best presentation I've been to

Excellent session. Always look forward to these two presenting innovative methods for demand planning.

Omg too much information, I need to buy the books!

Carol and Chad are an awesome one-two lunch in this field. I'm quite confident in my planning based on this feedback.

Wicked presentation !!

Presentation was engaging and very informative. I didn't have too much knowledge of ddmrp prior to this. The concept was broken down very effectively.

Great information and thorough explanations.

Our comments on some of the comments. We loved going through these comments because they often hint at what others are thinking but not verbalizing. Hopefully, our comments will help some folks better understand some aspects of DDMRP.

Attendee Comment	Our Comment
Implementing and buffer calc difficult Scale also hard	Actually, the equation is simple to implement – all data necessary is readily available in any ERP system. Scaling is also relatively easy since there are have dozens of ERP and add-on products that are compliant to the DDMRP method. That is now being proven in larger Multi-nationals that are implementing globally. See our Case Study area for those company stories.
Good but too much like a sales meeting	Guilty as charged. Unfortunately, challenging industry norms and getting people to see a different way is a HUGE sales job. Even when that way is based on common sense. At no time do we advocate for any software or consulting solution or entity. Yes, we would love you to buy our books, read them and then do something with them!
Four innovations presented have been around for at least 25 years. Whats new is not what is being done but rather the how it is being done. There was bo discussion on how DDMRP deals with Hybrid environments where there is a mix of order fullfilment strategies like MTO, ATO and MTS. idDMRP, in the form it was presented, seems to be applicable only to MTS environments where Finished hoofs has multiple level BOMS and there is an advantage or need to keep intermediary stock buffers of assembled components.	Yes and no. Yes, DDMRP is based on well-known and accepted principles. No, the specific nature of the innovations we presented have not been around for 25 years. We could not specifically discuss how DDMRP approaches all industries in the allotted time. It is applicable in ATO, MTO and MTS and we have the case studies (and common sense) to prove it. ALL these environments have potential to keep intermediary, raw and/or purchased stock buffers. ALL these environments have one thing in common; customer tolerance time is generally less than total cumulative lead time.
Would have been good to have examples. Most of discussion was about why. Real numbers are helpful	We agree – we did present composite results but those that want concrete numbers from companies like yours can simply go to our case study section and watch hours of video and read dozens of decks. Have at it!
They were speaking a little fast. I feel like maybe they needed 10 more min. To really get it across.	We agree! We will always clamor for more time!
They could have explained DDMRP a bit more. The speakers were really selling the concept more than explaining it. As if they were selling the book, and not giving away the secrets to success.	We explained in depth the four things that really make it tick – the real secret sauce. Do we want you to buy the book? YES!! We cannot possibly deliver an entire books worth of detail in 55 minutes.

Well presented from evangelists. More to learn about the practical work of finding the "fire breaks" which feels difficult and why it may not get done.	There is a methodical and proven way to find, place, protect and manage those strategic fire walls. Give it a try!
Good but conceptual and is software dependent	This comment puzzles us a bit. It is being done throughout the world right now. At scale it is fair to say that software is necessary. Would we expect a global supply chain planning method not to utilize software?



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