

IBF IS YOUR COMPETITIVE ADVANTAGE—GET YOU AND YOUR STAFF CERTIFIED TODAY

Demand Planning, Forecasting, and S&OP Certification

As we move rapidly into the age of Big Data and Analytics, forecasters and demand planners have never been so critical to maintaining market share, nor have they been in such high demand. This role, however, requires certain skills, and employers must be sure their S&OP professionals possess a fundamental understanding of the knowledge and practical aspects of the field. Certification allows employers to build strong teams, with the specific skills required to deliver serious value to their organization. IBF Certified professionals are more likely to foster change, encourage collaboration & consensus, build relationships, and improve company performance. IBF Certification sets the standard for forecasting & planning excellence, a standard that companies across the globe know and trust. Certification benefits professionals by having their skills formally recognized, with each level of certification representing a milestone in knowledge, allowing professionals to secure career progression.

IBF Certification is the gold standard of forecasting excellence - sign up to get you and your team certified today.

THREE LEVELS OF CERTIFICATION

- 1 Certified Professional Forecaster (CPF)**
Earned by passing exams 1, 2 & 3
- 2 Advanced Certified Professional Forecaster (ACPF).**
After receiving CPF, earned by passing exams 4 & 5
- 3 Certified Professional Forecaster—Candidate (CPF-C).**
A starting point for students as they enter the job market.

TURBO CHARGE YOUR CAREER WITH IBF: *Benefits Of IBF Certification*

FOR EMPLOYEES:

- Accelerate your career growth, leadership opportunities, marketability, and job security
- Validate your professional experience, knowledge, and skill-sets in the field
- Build confidence knowing that you're prepared for today's changing marketplace
- Complement your supply chain education & certifications with IBF
- Become more recognized at your company, as well

FOR EMPLOYERS:

- Save time and resources as IBF certified individuals are pre-qualified, allowing you to quickly identify the right person for a forecasting, demand planning, and S&OP job
- Gain assurance that an IBF Certified individual has the background to help improve planning performance and hit the ground running
- Increase the value of your forecasting and demand planning staff, department, and company
- Save time and resources in training - CPF or ACPF professionals already have a verified body of knowledge

Demand Planning, Forecasting & S&OP Certification Program

CPF

ACPF

CPF-C

✳ **MASTER DEMAND PLANNING, FORECASTING AND S&OP/ IBF**

✳ **VALIDATE SKILLS WITH A GLOBALLY RECOGNIZED CERTIFICATE**

✳ **GAIN THE RECOGNITION TO SUCCEED IN THIS RAPIDLY CHANGING FIELD**

✳ **IMPROVE LEADERSHIP OPPORTUNITIES & MARKETABILITY**

✳ **BE A CATALYST AND INSPIRATION FOR CHANGE**

✳ **COMPLEMENT SUPPLY CHAIN EDUCATION & OTHER CERTIFICATIONS WITH IBF**



**Institute of Business
Forecasting & Planning**

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PASSING THE EXAMS: Preparation Materials

BOOK

Fundamentals of Demand Planning and Forecasting 3RD EDITION

Author: Chaman L. Jain

This is the most comprehensive book written in demand planning & forecasting, covering every major topic a professional needs to know. It discusses not only the different models of forecasting in simple terms, but also how to use forecasts effectively in business planning. It covers forecasting & planning processes from Silo to Consensus Forecasting to Sales & Operation Planning (S&OP) to Collaborative Planning, Forecasting and Replenishment (CPFR) to Integrated Business Planning. This book is packed with many real-life cases that demand planners can expect to encounter throughout their careers. It explains how to sell forecasts to management and gain buy-in for planning resources. It discusses in detail, key performance indicators, which are used or should be used in business. Above all, this book brings out several worst practices, with the thinking that once companies recognize what they are doing wrong, huge improvements can be made.

Price: \$124.95(USD) + shipping

ELIGIBILITY CRITERIA

There are 3 ways an individual can be eligible for the Certification program.

- 1 The potential candidate must have at least a Bachelor's degree and one year of professional experience in Forecasting and Planning
- 2 If the individual does not have a Bachelor's degree, two years of professional experience in Forecasting and Planning can fulfill the eligibility requirement.
- 3 For students or those new to practicing forecasting & planning, you can earn a CPF-C by passing exams 1-3. Then, once you complete 1 year of professional experience, IBF can upgrade you to full CPF status.

CERTIFICATION FEE:

IBF Members: \$375(USD) per exam

Non-Members: \$425(USD) per exam

" The forecasting function is approximately three years old at our company. Yes, the exam(s) did a good job of verifying my professional experience along with knowledge gained through IBF conferences and tutorials."

T. Durkee, Demand Manager

ENGINEERED MATERIALS SOLUTION

CERTIFIED PROFESSIONAL FORECASTER (CPF)

To earn the CPF designation, one must pass exams 1, 2, and 3.

EXAM 1

What You Need To Know About Demand Planning, Forecasting, and S&OP

- Role of Forecasting & Planning in Decision Making
- Demand Planning (Demand Sensing, Shaping, & Creating)
- Forecasting & Planning Process
- Consumption (POS Data) Based Forecasting & Planning
- Consensus Forecasting & Planning
- Sales & Operations Planning (S&OP) Process
- Collaborative, Planning, Forecasting, & Replenishment (CPFR)

EXAM 2

Data Management and Time Series Forecast Modeling

- Data Analysis & Treatment
- Fundamentals of Models & Modeling
- Types of Models
- Time Series Models
- Model Selection
- Metrics: Measuring Forecast Error and Performance

EXAM 3

Reporting, Presenting, New Product Forecasting and Planning

- Forecast Reporting, Presentation, and Communication
- Winning Support and – Confidence of Management
- Gaining Buy-in from Stakeholders
- New Product Forecasting

Companies with CPF or ACPF (partial list):

3M	Bayer	Cisco Systems	Rubbermaid
Alberto Culver	Behr	Coca-Cola	Dow Corning
Altria/ Phillip Morris	Best Buy	Continental Tire	Dr. Pepper Snapple
AOL	Boeing	Corning	DuPont
Apple	Bosch	Coty, Inc.	E & J Gallo Winery
AstraZeneca	Brown Forman	Cummins	FedEx
Aveda	Carhartt	Dealer Tire	Fruit of the Loom
BASF	Caterpillar	Delta	Fuji Film
Baxter Healthcare	Chevron	Disney	Gap

FOR FURTHER INFORMATION, PLEASE

ADVANCED CERTIFIED PROFESSIONAL FORECASTER (ACPF)

One must be a Certified Professional Forecaster (CPF) to qualify. To earn the ACPF designation, one must pass exams 4 and 5.

EXAM 4

Forecast Modeling (Advanced)

- Regression/Cause & Effect Models
- Steps to Build a Regression Model
- Diagnostic Tools for Assessing Regression Models
- Development and Application of Dummy Variables in Multiple Regression
- Improving a Multiple Regression Model
- ARIMA/Box-Jenkins Modeling
- Assumptions of ARIMA Modeling
- ARIMA Models vs. Regression Models
- Types of ARIMA Models
- Steps to Build an ARIMA Model
- Improving ARIMA Models

"The reason I wanted IBF certification was to give me more knowledge about the forecasting area...It has helped me tremendously, not only with just being knowledgeable about the forecasting & planning area and best practices, but it also helped show other people that I am knowledgeable about what I am doing... It helped me not only to land the job, but get the compensation that I was looking for. Estee Lauder felt, given the fact I took the time to study and get certified meant that I really knew what I was doing. That made me more confident to take on a role and it made me feel I was working for a company that really understood what forecasting was all about"
–Keyamma Gaines, Director of Demand Planning, ESTEE LAUDER

EXAM 5

Technology and Worst Practices in Forecasting & Planning

- Forecasting & Planning Technology
- Forecasting Package vs. Forecasting System
- Selecting a Forecasting Package
- Technology Capabilities
- Scalability
- Forecasting System Implementation
- Worst Practices in Forecasting & Demand Planning

TESTIMONIALS

TO VIEW TABLE OF CONTENTS AND PURCHASE Visit: www.ibf.org/FUNDAMENTALS.CFM

Fundamentals of Demand Planning & Forecasting
 Chaman L. Jain

3rd Edition

OFFICIAL BOOK FOR IBF's CPF/ACPF Certification Program

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Institute of Business Forecasting & Planning

Michael Wachtel
 Vice President of Demand Planning & Supply Chain
LOREAL
 "Whether you are just getting into the vocation or an executive looking to take your Demand Planning to the next level, make sure to pick up this book to ensure your organization is heading in the right direction."

Jay Nearnberg
 Director, Global Demand & S&OP Excellence
NOVARTIS CONSUMER HEALTH
 "I would recommend the book to any Demand Planning practitioner as a practical way of maintaining current knowledge in this rapidly changing field."

Curtis Brewer
 Head of Forecasting-Environmental Science USA
BAYER CROPSCIENCE
 "This work is a great foundational book for anyone working in the Forecasting and Demand arena"

Mark Covas
 Director of Demand Planning
JOHNSON & JOHNSON
 "This is a "How to Book" every Forecaster and Planner should have on their desk!"

Todd Gallant
 VP of Integrated Business Planning
DECKERS BRAND
 "Leaders will find it perfect to educate their teams, peers, and management on critical business processes that keep the supply chain in motion. This book will be a must read for members of my team."

GE	Heinz	Lilly	Google	Pepsi	San Miguel Foods	Timberland/ VF Corp	Wal-Mart Stores Inc
General Mills	Hewlett Packard	McCormick & Co	Navistar Parts	Pfizer	SABIC	Turtle Wax, Inc.	Walt Disney World
Georgia Pacific	Hollister	Mead Johnson	Neiman Marcus	Philip Morris	SABMiller Ltd	Tyson Foods	Whirlpool
GlaxoSmithKline	Ingersoll-Rand Company	Merrill Lynch	Nestle	Procter & Gamble	Saudi Aramco	Under Armour	World Kitchen
Goodyear	Intuit	Michelin	Nike	Research In Motion	SC Johnson	Unilever	Wrigley
Hanes Brands	John Deere	Microsoft	Novartis	Revlon	Schneider-Electric	Victoria's Secret Stores	Wyeth/ Pfizer
Harley-Davidson	Johnson & Johnson	Monster Cable Corporation	OnStar	Roche Diagnostics	Shiseido	Sony	Yokohama Tire
Motor Company	Komatsu	Motorola Mobility/	Panasonic	Rolls-Royce	Syngenta		
Heineken							