

## IBF IS YOUR COMPETITIVE ADVANTAGE—GET YOU AND YOUR TEAM CERTIFIED TODAY

### *Demand Planning, Forecasting, and S&OP/IBP Certification*

As we move rapidly into the age of Big Data and Analytics, Forecasters and Demand Planners have never been in such high demand. This role requires certain skills, often not taught at Universities. Yet, employers must be confident that their planning teams know what they are doing. Certification allows employers to be confident that their teams can navigate uncertainty as consumer behavior changes. IBF Certified professionals are more likely to foster change, encourage collaboration and consensus, build relationships, and improve company performance. IBF Certification is often a requirement for demand planning, supply planning, S&OP/ IBP, and Forecasting jobs. It is 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.

### 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, & 6
- 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/IBP 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

# S&OP/IBP, Demand Planning & Forecasting Certification Program

- ◆ CPF
- ◆ ACPF
- ◆ CPF-C

- **MASTER DEMAND PLANNING, FORECASTING AND S&OP/IBP**
- **VALIDATE SKILLS WITH A GLOBALLY RECOGNIZED CERTIFICATE**
- **GAIN THE RECOGNITION TO SUCCEED IN THIS RAPIDLY CHANGING FIELD**
- **IMPROVE LEADERSHIP OPPORTUNITIES AND MARKETABILITY**
- **BE A CATALYST AND INSPIRATION FOR CHANGE**
- **COMPLEMENT SUPPLY CHAIN EDUCATION AND OTHER CERTIFICATIONS WITH IBF**



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## PASSING THE EXAMS: Preparation Materials

### BOOKS

#### Fundamentals of Demand Planning and Forecasting

Author: Chaman L. Jain

This is the most comprehensive book written in demand planning, forecasting, and S&OP/IBP, covering every major topic a professional needs to know. It discusses not only the different forecasting models in simple terms, but also how to use forecasts effectively in business planning. It covers forecasting and planning processes including Consensus Forecasting; Sales & Operation Planning (S&OP); Collaborative Planning, Forecasting and Replenishment (CPFR); and Integrated Business Planning (IBP). 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 also discusses in detail the key performance indicators that should be used in forecasting and planning. Importantly, it highlights worst practices to avoid that, once addressed, can drive huge improvements.

Price: \$124.95(USD) + shipping

#### Predictive Analytics for Business Forecasting & Planning

Author: Eric Wilson, ACPF

This groundbreaking book is designed for professionals looking to add value in the new era of demand planning and predictive analytics. In the age of Big Data where companies produce data in ever-increasing amounts, in a variety of formats, and from a multitude of sources, predictive analytics is the competitive differentiator of tomorrow. Eric Wilson introduces you to predictive analytics techniques, methodologies, and technologies that forecasting, planning and data science professionals can use to turn data into useful insight. This book underscores the critical role that these innovations are playing and how you and your team can leverage them to drive business value. Offering a complete overview of the latest demand planning, business forecasting, and predictive analytics concepts and applications, this book is the perfect guide for professionals who want to improve their skills for Demand Planning 2.0.

Price: \$105.95(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 and 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:** \$425(USD) per exam

**Non-Members:** \$475(USD) per exam

## 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/IBP

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

### EXAM 2

#### Data Management and Time Series Forecast Modeling

- Data Analysis and Treatment
- Fundamentals of Models and 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	Baxter	Caterpillar	Delta
Alberto Culver	Healthcare	Chevron	Disney
Altria/ Phillip Morris	Bayer	Cisco Systems	Rubbermaid
AOL	Behr	Coca-Cola	Dow Corning
Apple	Best Buy	Continental Tire	Dr. Pepper Snapple
Ashley Furniture	Boeing	Corning	DuPont
AstraZeneca	Bosch	Coty, Inc.	E & J Gallo
Aveda	Brown Forman	Cummins	Winery
BASF	Carhartt	Dealer Tire	FedEx

FOR FURTHER INFORMATION,  
PLEASE CONTACT US AT:

# 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, 5, and 6.

## EXAM 4

### Forecast Modeling (Advanced)

- Regression/Cause and 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
- ARIMAX (Dynamic Regression Modeling)

## EXAM 5

### Technology and Worst Practices in Forecasting & Planning

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

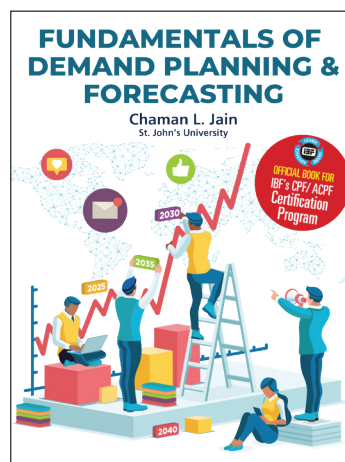
## EXAM 6

### The Role of Artificial Intelligence in Demand Planning & Forecasting

- Types of models and how they are used
- Clustering algorithms & K-means models
- Classifiers, Bayes and Decision Trees
- Types of analytics and their outputs
- Steps to build machine learning algorithms
- Current uses and applications of AI, machine learning, and predictive analytics

*"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 and 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 GARNES, Director of Demand Planning, ESTEE LAUDER



*"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."*

MICHAEL WACHTEL  
Vice President of Supply Chain  
L'OREAL

*"Predictive analytics is the most important business topic of our time, extending an organization's ability to optimize efficiency while improving speed to market. Eric Wilson is one of the industry's top experts with the ability to translate complex topics into simple language. This book is a must for all business innovators and practitioners."*

JOE ESCHENBRENNER, ACPF  
Director, Demand & Supply Planning  
PUMA GROUP

## PREDICTIVE ANALYTICS FOR BUSINESS FORECASTING & PLANNING

...BY J. ERIC WILSON, CPF



Fruit of the Loom  
Fuji Film  
Gap  
GE  
General Mills  
Georgia Pacific  
GlaxoSmithKline  
Goodyear  
Hanes Brands

Harley-Davidson  
Motor Company  
Heineken  
Heinz  
Hewlett Packard  
Hollister  
Ingersoll-Rand  
Company  
Intuit

John Deere  
Johnson &  
Johnson  
Komatsu Lilly  
McCormick & Co  
Mead Johnson  
Merrill Lynch  
Michelin  
Microsoft

Monster Cable  
Corporation  
Motorola Mobility/  
Google  
Navistar Parts  
Neiman Marcus  
Nestle  
Nike  
Novartis

OnStar  
Oracle Corporation  
Panasonic  
Pepsi  
Pfizer  
Philip Morris  
Procter & Gamble  
Research In  
Motion

Revlon  
Roche Diagnostics  
Rolls-Royce  
San Miguel Foods  
SABIC  
SABMiller Ltd  
Saudi Aramco  
SC Johnson  
Schneider-Electric

Shiseido  
Starbucks  
Sony  
Sungenta  
Timberland/ VF Corp  
Turtle Wax, Inc.  
Tyson Foods  
Under Armour  
Unilever

Victoria's Secret  
Stores  
Wal-Mart  
Walt Disney World  
Whirlpool  
World Kitchen  
Wrigley  
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