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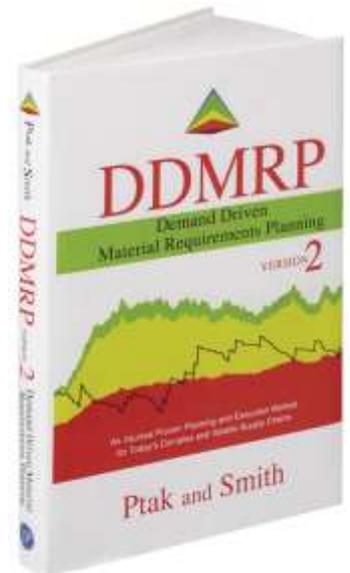
## **Demand Driven Material Requirements Planning (DDMRP), Version 2**

*“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*

In the 1950s, a method called Material Requirements Planning (or “MRP”) changed the world of manufacturing forever. But times have changed—customer tolerance times are 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), Version 2*, presents 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 in the New Normal.



Using an innovative multi-echelon “Position, Protect and Pull” approach, 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. It 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. This book is THE definitive work on DDMRP, and will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program.

### **NEW FEATURES in Version 2**

- Completely new Chapter 13, introducing the Demand Driven Adaptive Enterprise (DDAE) Model
- New Appendix E: The Innovations of DDMRP
- New and revised graphics scattered throughout the book

— more —

**ABOUT THE AUTHORS**

**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. 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. Smith has co-authored and contributed to several books on MRP, TOC, and demand driven performance.

***Demand Driven Material Requirements Planning (DDMRP), Version 2***

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