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## Oliver Wight: the value of Integrated Business Planning for developing markets

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**Oliver Wight: the value of Integrated Business Planning for developing markets. Leading business transformation specialists, Oliver Wight, has just launched its latest white paper on 'Integrated Business Planning in Developing Markets'.**

Analysing the challenges of volatility facing businesses in developing markets, the paper delves into what Integrated Business Planning (IBP)

delivers and how it can be successfully applied to any environment.

An Integrated Business Planning (IBP) process is one that provides a realistic prediction of the future, highlighting gaps in performance well in advance. Often businesses in developing markets question the suitability of IBP in their volatile, rapidly changing or high growth environments.

In this paper, Oliver Wight associate, Monte Maritz explains the importance of the IBP process in a market that is constantly changing.

Maritz claims, "It is not about creating a business environment that is suitable for IBP, it is a matter of implementing IBP to succeed in the prevailing market conditions, however volatile."

The paper explains that while volatility exists in all environments, it is typically more pronounced in emerging markets. How a business deals with volatility, compared to its competitors, will fundamentally impact how it functions in its environment and the success it gains as a result. In order to manage volatility better than its competitors, a strategic response must be created and adopted as part of a company's business model.

"IBP is a common sense process that provides the framework for effective decision-making," explains Maritz. "In order to manage volatility and assumptions in a developing market, there is a fundamental need for a formal process that looks at all key parts of a business. This will give the leadership team a realistic view of where the business is and is planning to be, so it can make informed and confident decisions in order to address and close any gaps."

At Oliver Wight, we believe sustainable business improvement can only be delivered by your own people; so, unlike other consultancy firms, we transfer our knowledge to you. Pioneers of Sales and Operations Planning and originators of the fundamentals behind supply chain planning, Oliver Wight professionals are the acknowledged industry thought leaders for Integrated Business Planning (IBP).

Integrated Business Planning allows your senior executives to plan and manage the entire organisation over a 24-month horizon, while Oliver Wight's extended Supply Chain Planning and Optimization ensures your supply chain is designed and structured to deliver best-in-class customer service with minimal costs. Using the Oliver Wight Maturity Model to pursue our globally recognised Class A standard for best practice will determine a tailored improvement journey for you to develop your organisation's processes, and reach and sustain excellent business performance.

With a track record of more than 40 years of helping some of the world's best-known organisations, Oliver Wight will help you define your company's vision for the future and deliver performance and financial results that last.

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