

# University of Pittsburgh RFID Center of Excellence



**Tuesday April 7, 2009**

**Time: 6:30PM**

**University of Pittsburgh  
Room 360 Benedum Hall**



**Dominic Clemente, Director Demand Planning  
Del Monte Foods Company**

## **“Demand Sensing - The other side of RFID”**

**The concept of demand sensing is a new one for most companies because most supply chains have defined their processes based on order-to-cash processes, not consumption to supply. As a result, supply chains define customer service narrowly: perfect orders from their distribution centers, not out of stocks at the shelf.**

**Demand sensing is the translation of downstream data, with minimal latency, to understand what’s being sold (product attributes), who’s buying the product (customer attributes), and the effect of demand-shaping programs to increase revenue. These three demand elements—customer attributes of who’s buying, product attributes of what’s bought, and demand elasticity that relates demand shaping to baseline demand—are then translated into requirements to craft a profitable demand response through internal processes for demand translation. Companies good at demand sensing have minimal latency when sensing actual customer demand and translating it into the supply chain response.**

**We will discuss how DelMonte has transitioned through the various stages of Supply Chain improvements and how they are using Demand Sensing today.**

**Questions and Discussion: 7:00PM**

**RFID Center Members will meet at 5:00PM in Room 330 Benedum Hall**

**For Additional Center Information: Call 412 / 624 - 9682**

**or email: [rfid@pitt.edu](mailto:rfid@pitt.edu)**