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ABC for Integrated Business Planning



Oliver Wight
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Integrated Business Planning (IBP), sometimes described as advanced or next generation Sales and Operations Planning (S&OP) is a common-sense process designed for effective decision making. It allows senior management to plan and manage the entire organisation over a 24-month horizon or more, aligning strategic and tactical plans each month, and allocating the critical resources – people, equipment, inventory, materials, time, and money – to satisfy customers in the most profitable way.

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