



SAP – Demand Management

Demand Management Stakeholders

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Agenda

- **Demand Management Stackholders**
- **Demand Management Process**
- **Questions**

Demand Management Stakeholders

Demand

**Forecast
Customer
Demand**

Rack Forward Sales

- Direct
- Marketer
- Petro-Pass
- Rack
- Retail

Refinery Sales

- Chemicals
- HFO
- Asphalt

Lubes (Light Oils)

Supply Trading (Sales)

Supply

**Satisfy
Customer
Demand**

Crude Supply

Refinery Production

Supply Trading

- Buy
- Exchange

Supply Operations

- Pipeline
- Marine

Distribution

- Rail
- Truck

Rack Forward Planning

- Consolidation
- Validation

Supply Optimization

- Sales to Supply translation
- Refinery LP forecast

Integration & Planning

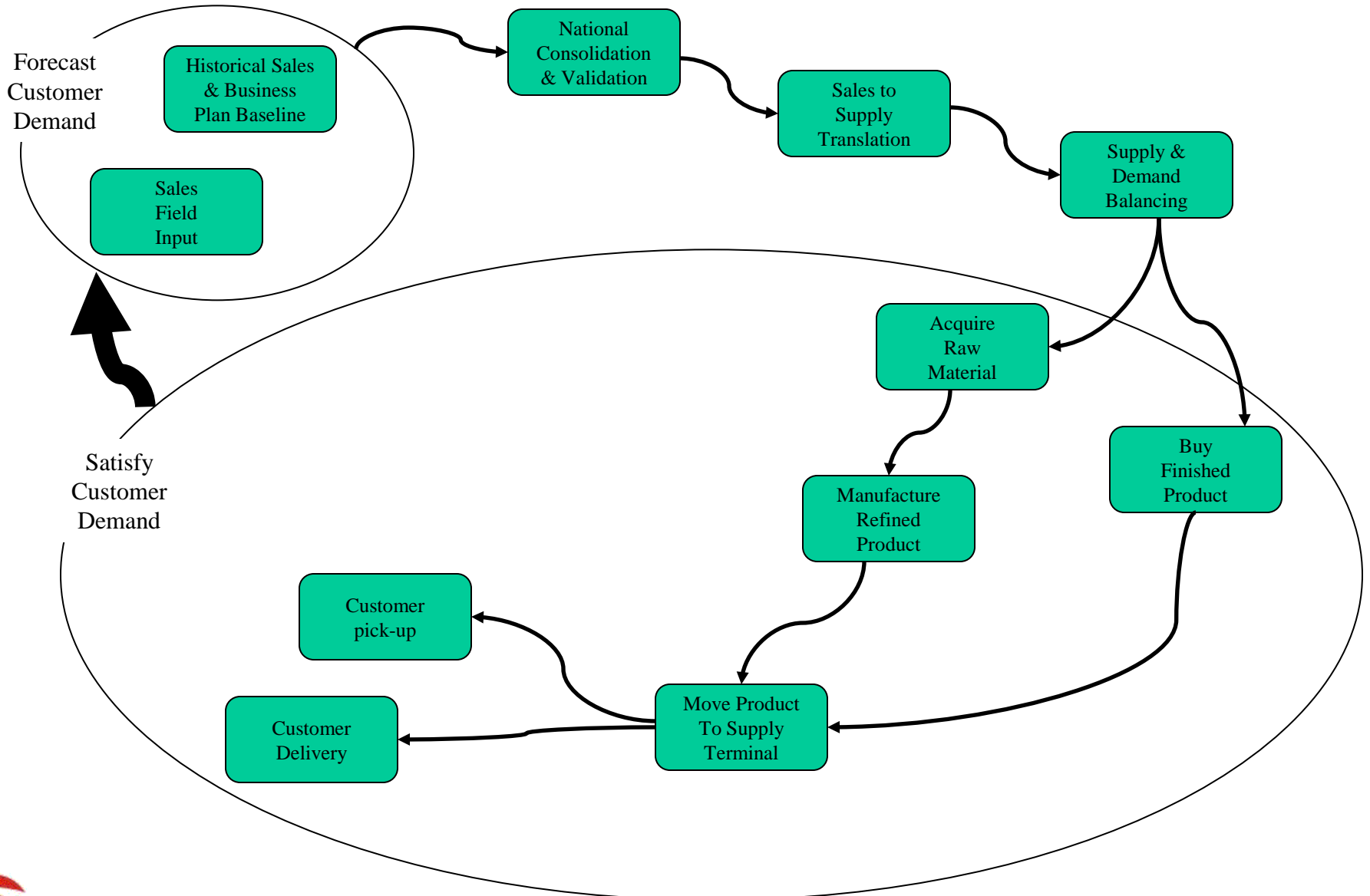
- Selectivity

Pricing

Accounting



Demand Management Processes



Questions?



Prestiva



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