

Integrated Business Planning (IBP) – A cross functional process to optimize performance across the end-to-end value chain in a business.

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The practice of IBP ensures that business outcomes are optimized through active collaboration across all functions. If orchestrated in the right way, IBP also prepares businesses to deal with the ever increasing uncertainty and disruption in today's business environment. We live today in a VUCA world, with businesses facing more uncertainty and complexity than ever before. This requires an unprecedented level of process and organizational agility as traditional planning cycle approaches are no longer enough. The planning and response challenges in chemical process production environment are quite different from that in other industries that operate in a discrete manufacturing landscape. Appropriate configuration of planning parameters in a chemical industry environment is essential to achieving a realistic and optimal plan and to equip a business with proactive response planning in case of disruptive events. We will look at understanding this phenomenon better and at some approaches that can help us face these challenges.