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## Press Release February 2015

### Oliver Wight releases new Integrated Business Planning guide

**Business improvement firm Oliver Wight has published a new guide to Integrated Business Planning, its blueprint for outstanding business performances and long-term commercial gains.**

“Integrated Business Planning provides the perfect platform for innovation, and it creates opportunities for organisations to drive sales up and costs down,” explains Oliver Wight Asia Pacific Managing Partner, Mike Reed. “It gives the senior executive team an accurate and holistic view of the entire business over a 24 to 36 month horizon, which makes it a real asset in the current business environment.”

As the originators of Integrated Business Planning, Oliver Wight’s long-term *modus operandi* has been to help businesses deliver ‘best-in-class’ service, maximise efficiency and minimise costs. This new brochure, ‘Integrated Business Planning for High Performance Businesses’, gives companies an invaluable introduction to the Integrated Business Planning process; how it works and the benefits it can bring, from improved decision-making and increased teamwork to ‘oiling the wheels’ for more effective relationships with suppliers, customers and consumers.

Integrated Business Planning allows organisations to allocate resources to the most productive activities and react swiftly to ever-changing market conditions, so they can meet customer demand in the most efficient and profitable way.

But Reed stresses that for Integrated Business Planning to transform the performance of a business, it is vital it is to create the right culture within the organisation: “We look at the business from top to bottom to see how we can help foster a company-wide culture of teamwork and cooperation towards a common set of goals,” he says.

Oliver Wight are holding the region’s first ever Integrated Business Planning conference in Melbourne on 24-25 February 2015. The two-day, invitation-only conference will see speakers from some of the world’s best known companies talking about their Integrated Business Planning processes, the lessons they’ve learnt and successes they’ve had. Find out more about the conference here: <http://www.oliverwight-ap.com/library-events/events/ibp-innovation-conference>

Or download the guide to Integrated Business Planning here: <http://www.oliverwight-ap.com/library-events/white-papers/m/product/view/60>

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## Notes to editors

### About Oliver Wight

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.

### More information

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