



# Intelligent Demand Planning for Retail

## Industry challenges



### Increased demand volatility

Unpredictable changes in demand due to factors like seasonality, trends, and unforeseen events.



### Changing customer behavior

Shifts in consumer preferences, purchasing habits, and shopping habits are difficult to predict and plan for.

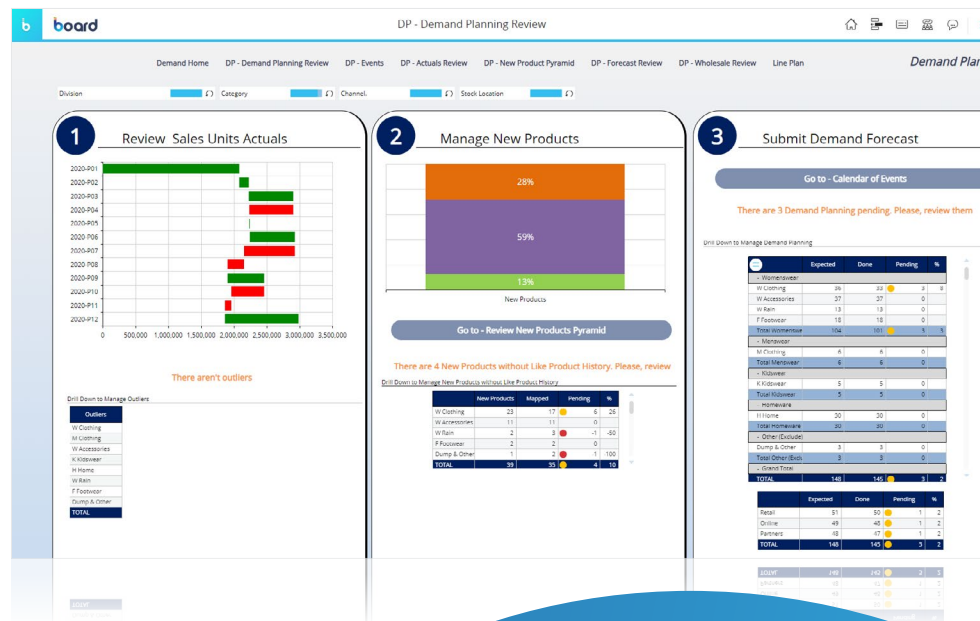


### Product proliferation

Growing complexity due to increased ranges and assortments.

## Intelligently unify retail demand plans

Board delivers accurate forecasts by automatically understanding the factors of demand that matter and providing a holistic picture of forward demand. Improve forecast accuracy and decision-making across merchandising, supply chain, and operations.



## Key benefits



Improve  
forecast accuracy



Boost sales and  
reduce inventory



High rates  
of automation

# A comprehensive range of capabilities



## Demand forecasting

Accurately forecast demand to make informed decisions about assortment, pricing, and promotions. Unify demand signals across all planning functions to streamline execution.



## Forecast analytics

Gain insights into key demand factors and root causes. Identify patterns, trends, and seasonality to inform planning decisions.



## Inventory optimization

Centralize and unify planning capabilities to maximize efficiency and profitability. Optimize inventory levels to meet demand across all channels.



## Promotions and pricing

Curate demand with more accurate and promotional planning and events. Gain a holistic view of demand to make informed pricing decisions.



## New product introduction

Accelerate new product introductions with AI-powered demand profiles. Leverage similar product attributes and demand patterns to drive success.



## Artificial Intelligence and Machine Learning

Use AI and ML to transform accuracy and automation. Augment sales history with new demand signals, such as external data from social media, weather, and competitors, for a complete picture.

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