



Collaborative Demand Planning

PREDICT the Future



ADEXA GIVES YOU NEW INSIGHT AND CONTROL:

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THE CHALLENGES YOU FACE

If your company manufactures multiple product lines in multiple locations, chances are you've faced the daunting prospect of accurately and quickly creating demand forecasts. It's challenging for mature products -- and almost impossible for new products. When you factor in sales promotions, the complexity only increases. And the stakes in this challenge are exceedingly high. Incorrectly low forecasts mean shortages and lost sales. But if you forecast a high demand that doesn't materialize, you're stuck with excess inventory, idle lines, and damaging write-offs.

What your organization needs is a solution that ties in timely, accurate, and aggregated demand data from sales, marketing, and customers to create a rich and comprehensive view of all demand factors and forecasts. You need to give customers a role in formulating production plans. You need to improve demand analysis. And you need to improve communication as well.

THE ADEXA SOLUTION FOR COLLABORATIVE DEMAND PLANNING

Adexa offers a complete solution for Collaborative Demand Planning that produces an up-to-date view of demand and allocations, a consensus forecast using streams of forecast data from multiple sources and a built-in library of statistical forecasting algorithms. It also offers features for trickier forecasting such as:

- Promotions/events and new products. Adexa automatically determines the impact of promotions and events and enables you to reapply the impact when the event is expected to occur.
- Allocation of supply to demand based on proportional, priority, or other custom rules.
- Causal forecasting using extrinsic variables such as price to shape the forecast
- Lifecycle forecasting providing the ability to maintain a library of profiles that shape product forecasts throughout the product lifecycle

Once you've completed your demand plan, Adexa also enables you to analyze forecast errors and perform lag analysis. You can see which data providers are most accurate, optimistic, or pessimistic and assign greater weight to those submissions that are most accurate. Once the aggregate demand plan is complete, Adexa enables you to communicate with customers, sales, and other stakeholders regarding constrained and unconstrained demand and other demand-related issues.

