

# Demand Planning 4.0



## Sense Demand

Leverage historic data and market trends to sense your product or service demand



## Shape Demand

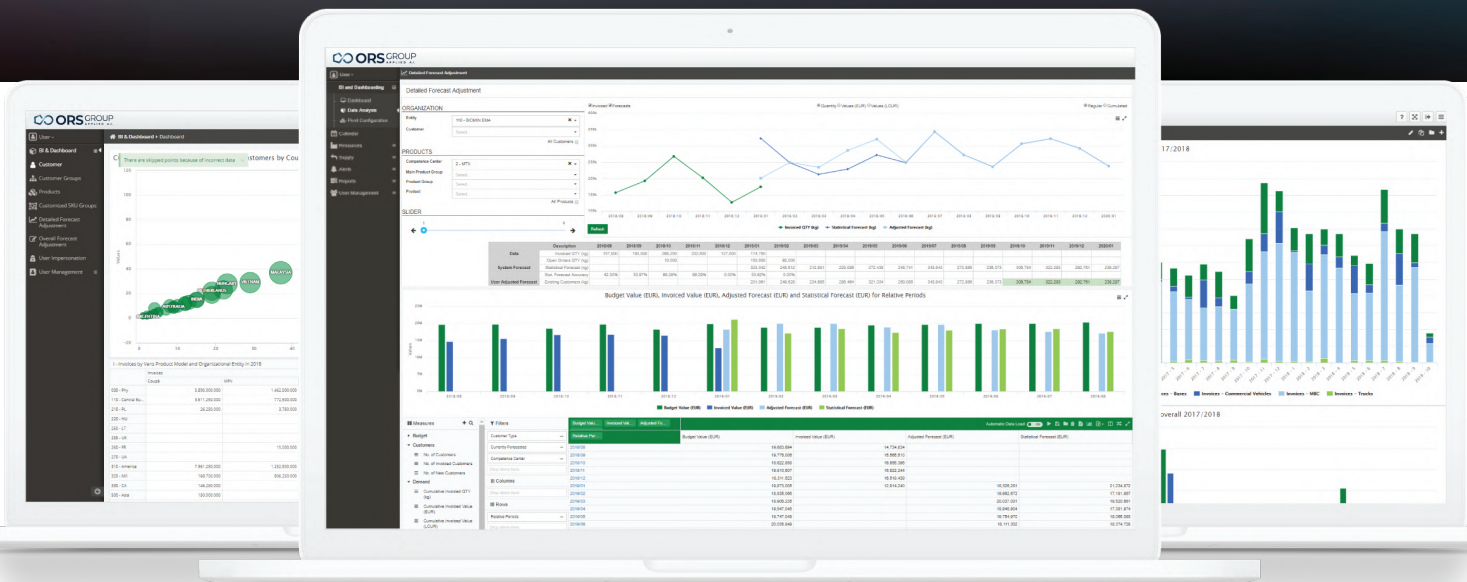
Predict where and when your product or service will be in demand to influence your procurement



## Serve Demand

Never be out of stock

Real-time customer engagement apps, that help them choose a product or service and influence their buying decisions, are changing traditional demand planning and forecasting in companies. Enterprises can no longer plan and fulfill demand over quarters, but will have to ensure their product or services are available in real-time at the location of the consumer choice, and in the quantity they may choose to buy.



ORS Demand Planning and Forecasting is a next-generation platform that leverages enterprise big data, AI and machine learning, and our unique Time Series Manager to help organizations Sense, Shape, and Serve Demand.

As companies use historic data for analysis, it is important to understand that the analysis should refer to the time period in which the data was generated. Our revolutionary Time Series Manager is critical in understanding the context of data to bring true insights into the meaning of data.

#### ORS Time Series Manager allows users to create

- New time series of data streams for analytics
- Nodes and hierarchies in the data structures in real-time
- Graphical analysis of large data volumes—logarithmic and exponential scale
- Scenario generation—including simple and immediate patterns, through the use of meta values
- Associations between items and clusters, data nodes, and management features
- “What if” simulations which can be saved for use in the future

#### A reliable forecast takes into account:

- The specific behavior of the measure for which we want to forecast the level or the dynamics
- The process and the timing of the forecast
- The availability of accurate information and its reliability
- The context of the forecasting and the decisions that depend on the forecast

A reliable forecast allows for a more granular understanding of the Volume Risk (and possibly other types of risk like currency and operational risk) and then:

- Search for mitigation policies
- Search for insurance
- Evaluate the costs and benefits of the risk versus the cost enduring uncertainty

ORS Demand Planning 4.0 allows Demand Sensing and Demand Shaping in real-time, across locations, and for multiple product categories that could be interrelated in the production supply chain.

ORS Demand Sensing integrates historical data, time series manager, real-time market signals such as POS data, changes in the weather and market conditions to improve forecast accuracy for inventory planning. At the demand sensing stage, ORS Demand Planning 4.0 can help enterprises understand whether the demand for their product or service is going up or down, and if it will hit the company targets.

Demand Shaping employs price incentives, cost modifications and product push to help meet planned supply. Demand shaping helps getting rid of excess inventory or to drive sales to certain products or services.

#### ORS Demand Planning 4.0 is designed for:



Service and Call Centers



Banking and Financial Services



Manufacturing



Oil and Gas



Retail

We cooperated with ORS in a supply chain project for a global company in the field of food and feed safety. ORS' demand planning solution was the perfect match for the ambitious requirements of our client.

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