

How do I plan for maximum opportunity?

How do I plan for growth and profitability?

How do I drive operational excellence?

What is Demand Sensing?

Well, it's all about capturing the Demand Signal. Predicting who wants what product, where at what moment in time. A lot of companies are still relying only on a 'gut feeling' approach when it comes to planning their business. Often this approach is internally focused and success is measured by an actual vs. plan report, without really looking at context like competition, marketplace and even consumer.

The fact is, that's simply not enough to capture today's marketplace dynamics. To plan future opportunity, with profitability in mind, other drivers have to be considered. Many of the insights to predict demand are not captured by a company's internal data. Leveraging all types (big) data and (systemized) business logic enables to predict short- and long-term demand. Agnicio have developed a (unique) method that predicts demand and translates that into a business plan. This method is focused on understanding the market opportunity while driving operational excellence, allowing for sustainable growth and profitability.

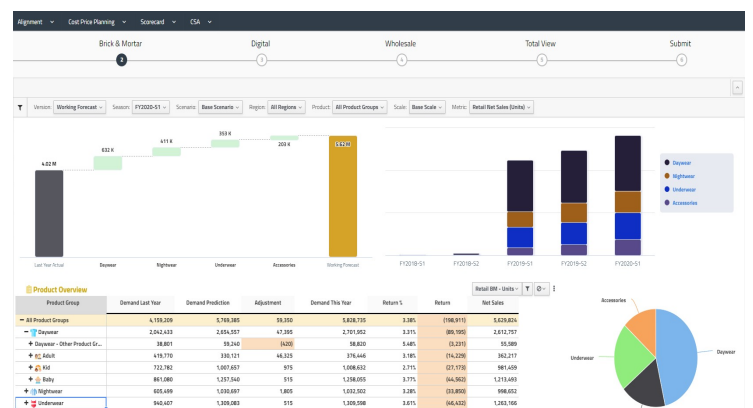
Infuse your plans with Demand Sensing Analytics

Agnicio's DSA is a repository of business drivers that have been captured in an advanced machine learning framework. DSA leverages all available (big) data that can bring insights into sales, marketing, inventory, price, demand performance and operations. This data can come from any source (Order-book, POS, social, weather, CRM, inventory, marketing, events, customer). Internal and external. Structured or/and unstructured. DSA combines predictive analytics and visual analytics to uncover insights with minimal latency. The visualization analytics layer allows for exploration, analysis and insight that suggests areas of focus, improvement and action.

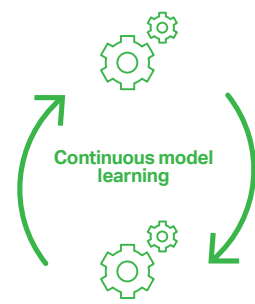
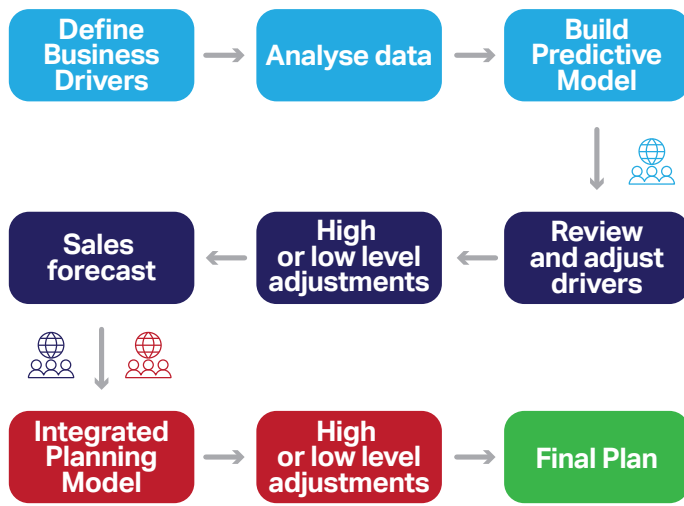
Using DSA, companies can produce base forecasts automatically, with the ability to interactively modify the forecasts through interfacing with the drivers. Forecasts that reflect the intricacies of your business. This makes large forecasting processes manageable by requiring less manual input so planners can focus on business matters that machine learning can't resolve.

We realize that every business is unique. Agnicio can help you identify the most impact full drivers and can tailor the DSA algorithms to your specific business case.

Agnicio has successfully implemented DSA at leading global companies with a direct impact on business growth and operational excellence.



Example of predictive analytics combined with Interactive visualization, allowing the planner to adjust plans through interaction with the drivers



Strategic Assessment

The first step is to understand the Demand Sensing Analytics opportunity by identifying the most impact full drivers for your specific business. We do this through effective workshops in close cooperation with your subject matter experts. Agnicio's signature Value Matrix, will bring insight in important parameters like business impact, feasibility, effort etc... Allowing you to prioritize and choose.

Our Data Strategist will also assess the 'as is' situation from a process, data and technology perspective to understand the required effort and develop an agile implementation plan .

Demand Signal Analysis (DSA)

This is the step where we tailor (or build) our machine learning framework. For example, by analyzing data like order book, POS and inventory. But we also look at dimensions and measures like assortment, pricing, advertising, promotions, product-mix, store expansion, economic drivers etc... In addition, we look at the impact of demand-shaping efforts like marketing, campaigns and events. We are perfectly able to build new machine learning algorithms if your business requires a new unique business driver.

Demand Driven Planning

Instead of presenting the outcome of machine learning in a report we believe that your organization can work and interact with it. We achieve this through a planning solution that allows for interactivity with the machine learning (drivers) and can translate the demand signal into an integrated business plan (at the needed business level). This will drive planning automation and will make your planning process agile allowing you to address marketplace dynamics. In addition, the business drivers it will make you plans explainable driving collaboration to new heights.

Typically, we start with a proof of concept that can show value in a relative short time period.

Why should you do Demand Sensing Analytics?

Aligned collaboration

Enable your planning organization to work towards one goal, one plan. In a collaborative manner. Driver based planning enables a waterfall build-up making plans explainable.

Structurally leverage data and Analytics

Make decisions with the right contextual insights leveraging internal and external data. DSA is a framework of machine learning algorithms that generate a fully explainable forecast and infuses your planning capability with a base plan.

Drive operational excellence

DSA drives integrated planning. Use the demand signal to derive the optimal required operational capacity to execute the plan.

Adapt to changing market conditions

React to marketplace dynamics by adjusting demand plans through drivers that matter.

Plan for the commercial opportunity with pro itability in mind

Plan for the commercial opportunity through Demand Sensing Analytics (DSA).

Planning automation

Free up your skilled business analysts and planners for the art of planning. The stuff that machine learning can't solve.

