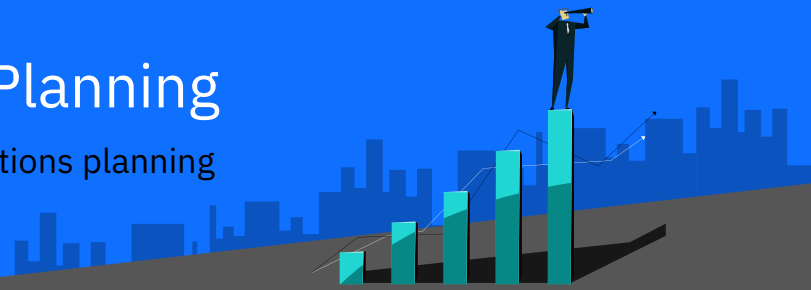# Demand Forecasting and Planning

Get more accurate forecasts and better operations planning

Slow, error-prone, and disconnected planning cycles lead to a mismatch in demand and supply, and slow turnaround in orderfulfillment. Business leaders need an accurate forecast and plan that includes all their disparate data in a single view without overlooking any important factors. They need accurate predictions and reliable recommendations around planning and allocating resources while factoring in all the business constraints And they want to understand the financial impact of any business scenario through unlimited what-if analysis. IBM provides a solution that allows operations, supply-chain, sales, product, manufacturing and finance teams to collaborate to create plans in minutes instead of days and get the best product mix and production quantities for the right location at the right time.

This solution also allows data scientists to work together in an integrated development environment to quickly build optimization and forecast models using their method of choice, test and evaluate multiple scenarios to assess impact before production, and quickly deploy models so business users can access models directly from the planning tool and get immediate results.

This solution highlights the following components of the Analytics Cycle:
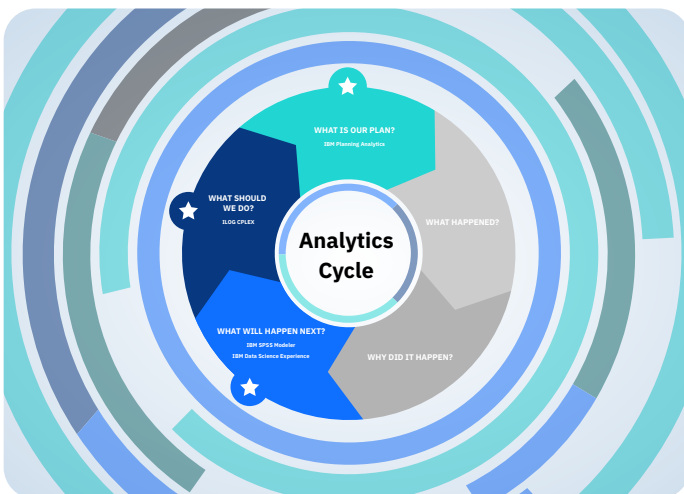
Capabilities

IBM® Planning Analytics™ + IBM® SPSS Modeler™ + IBM® ILOG CPLEX Optimization Studio™ creates more accurate forecasts and better operations planning

Improve decision-making in a single workspace with IBM Planning Analytics

IBM Planning Analytics supplies one single, consistent view into KPIs, plans, gaps, root causes and interactive scenarios. It integrates multiple data sources with distributed administration, and enables all geographies and departments to participate in a well-managed process. This allows for complex dimensional analysis and calculations of large, historical data sets, preparation and restatement of relevant history, and alignment of future responsibilities with transaction systems. With an interactive and customizable workspace, call center owners and business managers can improve decision quality and take action. Learn more about Planning Analytics here.

Deliver timely, reliable plans and forecasts with the addition of SPSS Modeler

IBM SPSS Modeler empowers organizations to tap data assets and modern applications with complete, out-of-the-box algorithms and models, suited for hybrid, multi-cloud environment robust with governance and security features. Together, SPSS Modeler and IBM Planning Analytics can automatically deliver new insights directly from data, and create more timely, reliable forecasts at the distribution center level. Learn more about SPSS Modeler here.

Create optimal demand plans with the addition of IBM ILOG CPLEX Optimization Studio

Slow, error-prone manual spreadsheets be gone! ILOG CPLEX Optimization Studio incorporates powerful optimization engines that can solve mathematical and constraint-based programming and scheduling. Deliver

fast and optimized results from multiple models to choose the best outcomes and deliver operational efficiency at the point of impact. CPLEX is backed by 1300+ enterprise accounts and when combined with real-time access to data from Planning Analytics, you can create optimal demand plans by factoring in all business constraints and trade-offs, and easily evaluate multiple alternate scenarios with what-if analysis capabilities for scheduling and allocating resources. Learn more about ILOG CPLEX Optimization Studio here.

Take advantage of more accurate forecasts and better planning

Create more accurate plans and forecasts, report with confidence, and build and deploy models faster in industries like Manufacturing, Distribution, Retail and beyond. This solution can serve these common uses:

Business Leaders in operations, supply chain, sales, manufacturing, product development, IT, finance, marketing and HR can lock down next year's forecast before the holidays, by enabling the creation of accurate plans in minutes instead of days, with real-time analysis and evaluate multiple alternate scenarios with what-if analysis capabilities.

Data Science Leaders can quickly convert business problems into optimization and forecast models in days rather than months. They can achieve greater forecast and planning accuracy with an optimization engine backed by 40+ out-of-box machine learning algorithms.
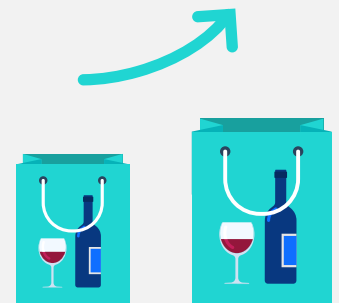
Customer Success

99.5%
of FleetPride's warehouse packing tasks are now error-free

Rotkäppchen-Mumm increased accuracy of selected sales forecasts by

22%

HEAR IT FROM A CUSTOMER

"To improve the efficiency of the entire supply chain, we wanted to take the emotion out of strategic decision-making and let data do the talking."

— *Homarjun Agrahari,*
Director, Advanced Analytics,
FleetPride

Click here to see the solution in action