ZEBRA | **antuit.ai**

Demand Sensing
for Consumer Products

Next Level SKU/Location/Day Forecasting

Antuit's solution bridges the gap between short-term planning and everyday execution with SKU/Location/Day forecasts that reduce overstocks, lost sales, and waste.

Instead of relying on simplistic sales-based ratios, Antuit's Demand Sensing solution uses AI to generate its forecast. Unlike other solutions that are unable to utilize all data elements, Antuit intakes current data - demand plans, promotions, orders, shipments, and inventory - and merges it with external information - POS data, retailer inventory, weather, and local events. These AI techniques generate a highly granular and scalable demand signal for more accurate demand fulfillment.

Case Study - Food & Beverage Leader brings AI to Demand Sensing

The Problem - A global manufacturer and marketer of snack foods implemented a first-generation demand sensing solution that wasn't delivering on its promise of providing better daily forecasts. Planners struggled with the outputs and inaccurate forecasts; as such, there was a lack of adoption. Overall, it was questionable if any value-add was being delivered.

The Result - The company enlisted Antuit to evaluate if their solution could deliver what the first solution did not. By harnessing all available data along with leveraging highly scalable machine learning models, the solution achieved a 2500 basis points improvement compared to the original. Additionally, the solution worked across different types of plants, warehouses, and other distribution centers showing that the model was generalizable across different fulfillment modes.

Results

2500 BPS Improvement of daily forecast accuracy for a Food & Beverage company

10% Fewer expedites for a CPG company's logistic department

1500 BPS Improvement forecast accuracy for an Agricultural products company

Features

➢ **Touchless Planning** — Highly accurate forecasts create plans that don't require user intervention.

➢ **Automation** — Automated design removes labor effort and improves efficiency of execution.

➢ **Current Data Set** — Whether real time or near real time, the solution incorporates the latest data available including promotions, events, inventory, sales, POS, and prior performance.

➢ **Dynamic Demand Profile** — Demand profile learns & adjusts as influencing factors change over time.

> **"**
> While the term [Demand Sensing] is not new, its application in the era of AI and big data is undoubtedly pushing new boundaries. It is a phenomenal opportunity for the supply chain to further its case as a revenue generation activity with a major seat at the table rather than a cost center in the business. **"**

Future Insights Network
Demand Sensing: Artificial Intelligence and the 21st Century

Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at **info@antuit.ai**

Consumer Products Solutions from antuit.ai

➢ Demand Forecasting & Planning

➢ Available to Promise

➢ AI Demand Modeling Studio

antuit.ai

ZEBRA