

# Demand Forecasting

Navigate uneven demand with more accurate and responsive forecasting



## Overview

Most consumer brands forecast by using orders and shipments from previous years to predict future orders. While this approach provides a good baseline to prepare for seasonality, *brands run the risk of being unprepared to identify and respond to the demand fluctuations we see from consumers today.*

Alloy Demand Forecasting is an out-of-the-box solution that uses point-of-sale data to create more accurate and responsive forecasts so that your business can better navigate change.

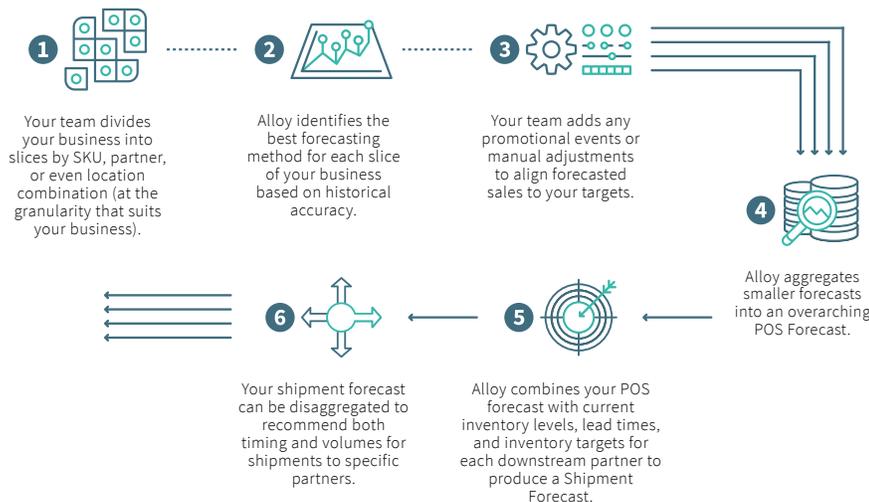
## A Smarter Way to Forecast

Alloy Demand Forecasting models data you already have access to like point-of-sale (POS), channel inventory and orders from your retailers to generate a shipment forecast. By using this data for different slices of your SKUs and distribution partners, our approach provides two key advantages that you miss when forecasting based on orders or shipments:

**Responsiveness:** Continuously re-running forecasts based on daily data helps operations adjust more quickly when consumer demand shifts at the point-of-sale.

**Granularity = accuracy:** Reduce error by forecasting at the granularity that suits your business, with the option to input exactly which SKUs consumer purchase as well as where and when they buy.

## How It Works



## Benefits

### Avoid missing out on revenue

- Mitigate artificially low sales with forecasts that account for what consumers would buy when you're out-of-stock
- Hold your retailers accountable to maximize inventory turns
- Align operations to capture sales opportunities

### Reduce operational waste

- Confidently adjust production and distribution by forecasting your entire business in one place
- Continually reduce error with forecast models that regularly update

### Collaborate more effectively across teams

- Align cross-functional groups around a consensus forecast
- Empower sales and marketing to input adjustments so you account for promotions and more

## Differentiators

- **Easily customized to your business:** Forecast at the granularity that makes sense for you and choose which out-of-the-box forecasting models best predict demand for your products and distribution.
- **Know sooner when things aren't going according to plan:** By comparing side-to-side real time POS and orders, your team will stay on top of risks and opportunities.
- **Adapt quickly to consumer behavior shifts:** Forecast models continually update based on daily and weekly sales data so that your business can re-calibrate in time to avoid losses.

## Features

- Choose from several out-of-the-box forecast models
- Import internal and partner forecasts
- Forecast sell-in for partners who don't provide POS
- Input lead times and inventory targets
- Easily make manual overrides based on common sense
- See how you've altered your forecast over time with revision history
- Continuously measure forecasts against real-time sales
- Provide team-wide forecast visibility to help everyone stay aligned
- Understand when a distribution partner changes their forecasts with versioning
- Seamlessly apply your forecast to different slices of your business with disaggregation

### About Alloy

Founded in 2017, Alloy is the modern analytics and planning software solution for consumer-driven brands. The purpose-built platform enables leading and fast-growing consumer goods companies to evaluate, predict, and respond to true demand with agility and efficiency. With Alloy, brands can analyze sales and inventory at both macro and micro levels, down to the individual store and SKU, to accelerate insights, drive growth, and optimize the supply chain.