



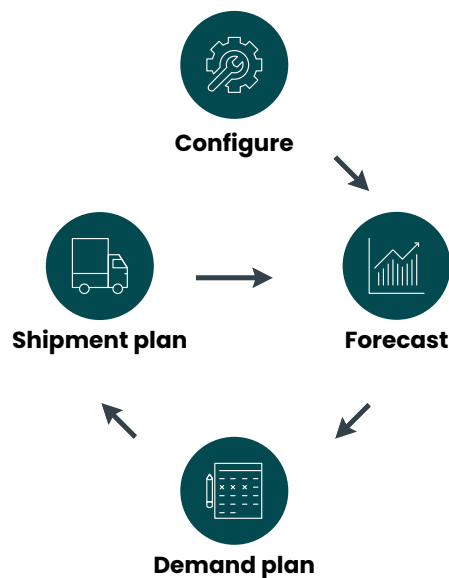
# Alloy for Demand Planning

Plan and execute based on [true demand](#)

Alloy for Demand Planning is a POS-driven forecasting and planning solution for consumer goods companies. It generates forecasts based on harmonized POS and shipment data and translates them into an optimal cross-retailer shipment plan based on your inputs.

Today	With Alloy
<p><b>Necessary adjustments lag weeks behind consumer demand shifts</b></p> <p>Changes at the shelf aren't identified until order patterns shift, forcing your operations teams into firefighting mode with little warning</p>	<p><b>Sense and adjust to demand shifts across teams as they're happening</b></p>
<p><b>Planners are weighed down by cumbersome, manual data wrangling</b></p> <p>Reliance on spreadsheets means planners don't have enough time to focus on high value problem solving because they're burdened by low value technical work that should be automated</p>	<p><b>Empower your planners to manage by exception and focus on important decisions instead of being buried in spreadsheets</b></p>
<p><b>Silos between planning, sales, marketing and operations teams hurt your top and bottom line</b></p> <p>When your operations are out of step with your planning teams, problems like lost sales, OTIF fines or unproductive inventory run rampant</p>	<p><b>Stay aligned across teams with a single source of truth to track forecasts and plans against granular sales and inventory data</b></p>

## Make demand planning a strategic advantage, not an operational burden



- Improve your forecast accuracy by deploying the right models**

Select from nine built-in forecasting models for each SKU or category to more accurately forecast differences in seasonality, price sensitivity and other factors.
- Protect your market share by staying on the shelf**

Sense changes in consumer demand while you still have time to make the right adjustments.
- Safeguard your service levels and avoid OTIF fines**





Maximize your response time when demand changes at the shelf so you're not caught off guard by orders.
- Mitigate waste**

Ensure you're not overproducing or allocating inventory to places where it won't sell quickly enough.
- Close the gap between planning and execution**

Continuously adapt to change by aligning planning and execution from a single source of truth.

## Core features

- Forecast with harmonized, pre-ingested demand data across your retailers
- Nine out-of-the-box forecast models, as well as retailer forecasts or internal sales targets
- Easily compare forecast accuracy across retailer, internal and Alloy-generated models
- Customizable alerts highlight the most significant forecast deviations
- Guided workflow for new product introductions
- Retailer forecast versioning
- Predictive metrics like future-weeks-of-supply
- Easily export your shipment plans into other systems
- Comprehensive revision history

Use cases	 Forecast model selection	 Continuous planning	 New product introductions	 Event forecasting
<b>Without Alloy</b>	Planners don't have the resources to scalably manage and deploy different models, missing out on a powerful lever to improve forecast accuracy	When you rely on sell-in forecasts, you won't notice demand shifts until your retailers change their order patterns	Whether you're launching a brand new SKU or expanding distribution into new doors or new retailers, it's difficult to forecast the adoption period for new products	Measuring sales lift from promotions is so time consuming that it is rarely done, so planners have to estimate sales lifts without historical benchmarks
<b>How Alloy helps</b>	Alloy helps you apply the right model to each SKU or category to account for differences in seasonality or promotional effects	Alloy alerts you to deviations between your forecast, your retailers' forecasts and real-time POS and inventory data from your partners	Alloy's step-by-step workflow makes it easy to forecast using an adoption curve based on a comparison SKU	Alloy makes it easy to forecast promotions and other events using your own historical benchmarks instead of guessing

## Why Alloy

**Break down the silos separating your teams.** Alloy is a single source of truth for supply and demand, allowing all teams to speak the same language and collaborate more effectively.

**Plan and execute based on true demand.** By capturing demand in real-time at the point of sale, Alloy's out-of-the-box connectors strengthen your sales, supply chain and planning processes.

**Empower everyone to make data-driven decisions in real time.** Alloy eliminates the guesswork and data wrangling, so you can plan better, execute better and build a better feedback loop between the two.