# Alloy

# Demand Planning

Plan and execute based on consumer demand

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 |
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| **Necessary adjustments lag weeks behind consumer demand shifts** <br> Changes in consumer demand aren't identified until order patterns shift, forcing your operations teams into firefighting mode with little warning | **Sense and adjust to demand shifts across teams as they're happening** |
| **Planners are weighed down by cumbersome, manual data wrangling** <br> 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 | **Empower your planners to manage by exception and focus on important decisions instead of being buried in spreadsheets** |
| **Silos between planning, sales, marketing and operations teams hurt your top *and* bottom line** <br> When your operations are out-of-step with your planning teams, problems like lost sales, OTIF fines or unproductive inventory run rampant | **Stay aligned across teams with a single source of truth to track forecasts and plans against granular sales and inventory data** |

## Benefits

- **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.

## Product Details

### CORE FEATURES

- Forecast with harmonized, pre-ingested demand data across your retailers
- Nine out-of-the-box forecast models
- Import retailer forecasts or internal sales targets
- Customizable alerts highlight the most significant forecast deviations

- Retailer forecast versioning
- Easily export your shipment plans into other systems
- Unlimited user seats
- Comprehensive version control
- Flexible plan hierarchy
- Measure forecast accuracy using MAPE, bias and/or tracking signal

### CONSUMER-GRADE WORKFLOWS

- Forecast accuracy comparisons (retailer, internal and Alloy-generated models)
- Promotion sales lift analysis
- New product introductions
- Forecast management & adjustments

## Use Cases

| | Today | With Alloy |
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| **Forecast model selection** | Planners don't have the resources to scalably manage and deploy different models, missing out on a powerful lever to improve forecast accuracy | Alloy helps you apply the right model to each SKU or category to account for differences in seasonality or promotional effects |
| **Continuous planning** | When you rely on sell-in forecasts, you won't notice demand shifts until your retailers change their order patterns | Alloy alerts you to deviations between your forecast, your retailers' forecasts and real-time POS and inventory data from your partners, helping you continuously update your plans |
| **New product introductions** | 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 | Alloy's step-by-step workflow makes it easy to forecast using an adoption curve based on a comparison SKU |
| **Event forecasting** | Measuring sales lift from promotions is so time consuming that it is rarely done, so planners have to estimate sales lifts without historical benchmarks | Alloy makes it easy to forecast promotions and other events using your own historical benchmarks instead of guessing |

## The central nervous system for sales, marketing, supply chain and planning

**Empower everyone to make data-driven decisions in real time.** Adapting to change is a team sport. By creating a feedback loop between planning and execution, Alloy's connected platform provides decision support for sales, marketing, supply chain and planning teams.

**Break down the silos separating your teams.** Alloy is a single source of truth for supply and demand. End-to-end visibility allows all teams to speak the same language and collaborate using real-time intelligence.

**Take control of your retail partnerships.** Your retailers won't always make the best decisions for your business. Empower your customer-facing teams to proactively identify risks and opportunities at the shelf, using retail insights to influence your partners' actions and build trust over time.