Touchless Demand Planning

The world of demand planning is quickly changing. As market conditions are enabling an accelerated environment, fast sensing and acting demand strategies are critical to keep up with the pace of change and grow the business. However, at most companies, demand planning is a static activity due to outdated technology and fragmented systems.

What if you could cut across those issues and apply cognitive technologies that can understand, recommend, predict, and act just like a thinking human being?

That's Touchless Demand Planning in the Self-Driving Enterprise. With Aera, the Touchless Demand Planning solution starts with the ability to instantly sense, forecast, and track changes in demand. The skill seamlessly predicts variability and recommends real-time and long-term improvements to the plan based on insights from artificial intelligence and machine learning algorithms.

Aera enables teams to lead the business with the demand plan rather than hold it back. An understanding of how supply is impacting demand in real-time ensures that you keep your customers happy, maintain healthy financials, and drive a continuous, efficient supply chain.

Understands.

Sales

Promotions

Product lifecycle

Manufacturing

Distribution

Market trends

Recommends.

Demand forecasts

NPIs

Phase-Outs

Product replacements

Schedule attainment

Safety Stock

Capacity

Predicts.

Demand variability

Changing market conditions

Customer patterns

Sales by SKU, region & account team

Peak days

Acts.

Changes inventory

Adjusts capacity

Integrates with other plans including supply, distribution, sales, operations and promotions
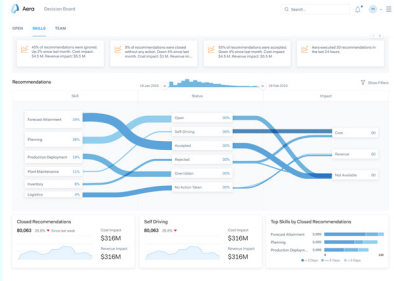
Benefits

- Adapts to demand variability in real-time to maintain a high level of customer satisfaction with continually changing customer demand.

- Harmonizes data from heterogeneous systems across the business to enable effective, real-time adjustments to the demand plan.

- Provides advanced demand predictions to more effectively adapt NPIs and network changes.

- Enables users to access data at any level of granularity across systems, including ERP, CRM, TMS, and data lakes.

- Accurately predicts demand with historical, real-time, and market data to achieve optimal forecasts.

- Manages product launches to meet business objectives, ensuring optimal pricing, successful regional roll-outs, and accurate forecasts.

Aera

The Aera Platform

Not Just Skills, a Decision Platform.

While bringing Touchless Demand Planning to your organization, Aera opens up a new platform for you to digitize decisions. From additional skills, nested skills, partner skills, or custom skills; Aera enables a Cognitive Operating System for your organization:

Cognitive Decision Board

A centralized view of how teams and groups are making decisions, the efficacy of decisions, and where to improve skills.

Recommendations

The heart of every skill, a recommendation is based on available data, application of data science algorithms, and cognitive process flows. It can execute automatically or involve people in approval workflows.

Cognitive Workbench

A personalized place for users to see recommendations for their domains, with value rollups, and detailed explanations.

Cognitive Development Kit

A powerful drag-and-drop interface to create, modify, and improve digital decisions. It combines data fusion with sophisticated data science algorithms and consideration sequences.

Advanced Analytics & Search

An intuitive set of analytics and search tools to take advantage of fused data, either as stand-alone analytics or as skills plug-ins.

Data Processing Engine

A fusion of end-to-end data sources into a standard reusable, high-performance data model that cuts across individual systems.

Data Crawlers

A set of vendor, table, and column aware data crawlers that simplify system integration. Crawlers reduce IT integration burden while increasing data quality and performance.

Demand Planning Skill – Features

Touchless Demand Forecasting:

- Automatically prepares data and applies machine learning algorithms to deliver fast time to insights
- Autonomously generates forecasts and associates % error using best-in-class statistical and machine learning algorithms
- Runs and applies artificial intelligence for scenario planning across SKU-location combinations at any level of granularity

Real-Time Visibility:

- Flexible and straightforward integration mechanism, which simplifies integration with ERPs, CRMs, data lakes, and planning systems
- Centralized & secured data store, acts as a single source of truth
- Improves service levels with insights and recommendations provided by Aera

Continuously Sense and Shape Demand:

- Reacts to a granular, real-time understanding of customer data to predict and update demand plan on the fly
- Monitors exceptions and notifies planners of necessary changes to ensure customer satisfaction
- Recommends new products, channels, and locations to shape customer demand

Recommendations and Scenarios:

- Provides prescriptive and actionable recommendations to optimize demand forecasts
- Acts as a decision support system, always keeping the planner informed of recommended next steps
- Quantifies impact and maintains decision audit trails

Product Planning:

- Provides a platform for cross-functional collaboration between planners to create new product plans based on historical, real-time, and market data
- Enables global visibility of demand, incorporating both internal and external factors
- Recommends NPIs based on market and customer behaviors
- Suggests pricing, roll-outs, and promotions for products

About Aera

Aera Technology delivers the Cognitive Operating System™ that enables the Self-Driving Enterprise™. Aera understands how businesses work; makes real-time recommendations; predicts outcomes; and acts autonomously. Using proprietary data crawling, industry models, machine learning and artificial intelligence, Aera is revolutionizing how people relate to data and how organizations function.

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