

# DEMAND INTELLIGENCE

Forecast with Confidence

## Business Challenge

Industrial distributors struggle with forecast accuracy due to fundamental limitations in conventional approaches:

### Limited external factor analysis

Ignores crucial market influences

### Poor visibility into volatility

Fails to quantify potential demand fluctuations

### Insufficient granularity

Misses critical variations at product, customer, and regional levels

### Siloed forecasting

Creates conflicting priorities and inefficient resource allocation

### Reactive planning

Keeps businesses trapped in reactive cycles

## Our Solution

Deda's Demand Intelligence delivers forward-looking demand forecasts at a product level, using historical demand combined with external factors that impact your business.

### Key Capabilities:

#### ✓ External-Factor Analysis

- Analyze 4,000+ potential influences, identifying the specific factors that drive your demand

#### ✓ Continuous Monitoring

- Track external factors and update forecasts as conditions change

#### ✓ Granular Forecasting

- Detailed demand forecasts by product, customer, and market

#### ✓ Volatility Assessment

- Quantify potential fluctuations in demand over the forecast timeframe

#### ✓ Catalog Expansion Intelligence:

- Data-driven insights for strategically expanding your product catalog

#### ✓ Factor Influence Measurement

- Identify which external factors have the greatest impact

## Business Impact

- ✓ **5-25% improvement in forecast accuracy**
  - Resulting in better business decisions
- ✓ **Reduce forecast error**
  - By incorporating external factors into your forecasting process
- ✓ **Make smarter catalog expansion decisions**
  - With data-driven insights
- ✓ **Understand external influences**
  - To anticipate shifts before they impact your business
- ✓ **Optimize planning across functions**
  - With reliable demand predictions

### Success Story: Outdoor Living Products Manufacturer

**Challenge:** A US-based manufacturer of outdoor living products (\$1.44B revenue) struggled to accurately forecast demand as products moved through wholesalers and distributors to final customers.

**Solution:** Our Expert Services team tested over 4,000 external and internal factors, identifying 271 factors with significant impact on the forecast.

**Results:**

- Identified **70-95%** of influential factors for products based on region and product combinations
- Reduced inventory costs while maintaining excellent product availability
- Significantly improved forecast accuracy across key product lines
- Enabled precise product category allocation per region

*"Deda's demand intelligence gave us unprecedented visibility into the factors driving our business. We've been able to make more informed production and distribution decisions, significantly improving our operational efficiency." — VP of Supply Chain, Outdoor Living Products Manufacturer*



## Implementation Approach



## Why DEDA

- ✓ **100+ domain experts, data scientists, mathematicians and data engineers**
- ✓ **Leading through innovation** with continuous research and development
- ✓ **Proprietary models** built specifically for industrial distribution
- ✓ **Named a major player** in IDC's Worldwide Decision Intelligence Platform 2024 Vendor Assessment

## Contact Us

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Part of Deda's comprehensive P.O.W.E.R. Solutions for industrial distribution

