Have Full Confidence in Demand Forecasting Across Your Supply Chain

You need the ability to accurately forecast customer demand and predict delays in the supply chain. These insights can help you optimize production planning, inventory levels, on-time delivery, and other critical aspects of the supply chain. That's why you need a platform that makes supply chain data easy to connect, manage, and analyze—and gives you full confidence in the results.

Predicting demand across your supply chain has never been more important than now. Customer needs and preferences are changing faster than ever before, and supply chain disruptions are impacting organizations on a global scale. Insights from supply chain data can help, but increasing volumes and sources of data can be challenging to integrate and analyze, especially with platforms that won't easily scale.

Demand forecasting helps with planning. It uses data analytics processes to predict demand for products and materials to ensure delivery of the right products in the right quantities at the right time to satisfy customer needs. This lets retailers, consumer packaged goods companies, manufacturers, and others better manage operations and identify potential problems with procurement, manufacturing, and shipping.

Silos Are Supply Chains' Natural Enemies

Demand forecasting plays an essential role in the supply chain by helping you align supply and demand to avoid under and over production. Delivering a trustworthy, timely, and reliable demand forecast requires the ability to easily access and analyze data.

One common challenge organizations face is that their supply chain data is siloed. Procurement, sales, marketing, logistics, and other departments collect data for their specific needs, but it's often not integrated and shared across the organization. These silos limit insights, which severely impacts your ability to accurately forecast demand—and update the forecast as demand changes. This is especially true if the data is outdated, which often happens with silos.

Business Benefits

With the Actian Data Platform, you can improve demand forecasting to gain greater insights and prediction accuracy. The Actian platform can help you:

- Predict product demand with confidence
- Identify delays and risks in the supply chain
- Align supply with volatile demand
- Optimize supply chain efficiency
- Gain detailed insights into production schedules
- Build trust in your supply chain and decision making
- Meet customer wants and needs

For supply chains to reach their full potential and ultimately deliver products that customers want, all relevant data must be brought together on a single platform. With the Actian Cloud Data Platform, integrated data is easy to use, share, and analyze. This benefits all users and departments by enabling deeper, richer insights not only for forecasting, but for other aspects of the supply chain too, such as predicting disruptions, calculating raw materials, and determining your most valuable suppliers.

A Modern Analytics Approach Is Needed to Predict Demand

Accurately predicting demand is increasingly difficult. Customer preferences can change quickly, with little warning. That means historical data and past trends, such as seasonal buying habits, may not reliably predict future preferences. Likewise, basic forecasting methods using data samples or data from limited sources won't give you the granular insights you need. Inaccurate predictions based on samples or inaccurate data can be extremely costly when you don't deliver the products customers want when they want them.

To accurately forecast demand, you must bring together all needed supply chain data. Legacy platforms that can't quickly scale or analyze massive data sets won't deliver detailed insights. A modern and scalable cloud data platform is needed to handle large volumes of data, quickly build pipelines to new data sources, and perform advanced analytics in real-time.

The Actian Data Platform gives you the ability to forecast demand quickly, easily, and cost-effectively. You can have full confidence in your forecasting insights and decision-making at all points along the supply chain, from procurement through manufacturing to delivering products your customers want.

The Actian platform lets you anticipate customer needs and buying behaviors, then match supply with demand. The insights help ensure you have the right levels of inventory without costly excess, enabling you to plan an optimal production schedule and determine the most efficient delivery methods.

IT Benefits

Achieve a range of IT advantages by using the Actian Cloud Data Platform. It gives you the ability to::

- Bring together all relevant supply chain data from disparate sources

- Build pipelines quickly to new data sources

- Have real-time access to supply chain data

- Scale data and analytics with industry-leading price performance

- Simplify how you connect, manage, and analyze data

- Leverage advanced capabilities for data integration, management, and analytics

About Actian

Actian makes data easy. We deliver cloud, on-premises, and hybrid data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: **www.actian.com**.