



Demand Forecasting

Demand Forecasting

Promotion Forecasting

 **anseris**

Authorized Agent for Manhattan Associates
1650 Prudential Drive, Suite 300
Jacksonville, Florida 32207 USA

(386) 754-0354

Demand Forecasting

In today's demand-driven supply chain, being successful means finding the right balance between having what your customers want and the cost of carrying that inventory. If you don't have enough, you could have backorders, cancellations and unsatisfied customers. But if you have too much, you waste time, money and space with overstocks and are forced to take markdowns to get rid of the extra inventory. With Manhattan Associates' **Demand Forecasting** solutions, you don't have to just react to the needs of customers and hope you have the right inventory. You are able to anticipate demand before it happens and prepare for what is ahead.

When you look at the number of products, locations and forecast models you have, managing your forecast may seem overwhelming. The process is further complicated when you consider whether forecasting is being performed to assist with planning or replenishment. For financial or assortment planning, demand forecasts may need to be created at a higher level. For optimized replenishment they need to be at the product and location level. These two approaches have different time horizons and may require different forecast methods. With so much to consider, companies today need a flexible system that can generate and maintain demand forecasts on a large scale—with the fewest possible forecast errors.

Manhattan Associates' Demand Forecasting solutions help companies overcome these challenges by:

- Providing one source for demand forecasts
- Optimizing demand history through demand cleansing
- Operating smarter with advanced forecast exception management



Anticipate Demand Before It Happens.

With Demand Forecasting and Promotion Forecasting, you can help reduce stock outs and prevent overstocks by determining how much inventory is needed to meet demand. Our solutions are designed so that when your customers demand, you can deliver.

Demand Forecasting

- Cleanses data
- Generates and maintains forecasts at different levels of product and location
- Serves as stand-alone forecasting solution for those customers focusing on improving forecasting capabilities
- Integrates with Financial and Item Planning Solutions as well as Replenishment
- Provides appropriate forecast methods for merchandise planning versus optimized replenishment

- Offers additional functionality to quickly sift through exceptions and determine corrective action
- Uses advanced science to automatically detect and self-correct problems

Promotion Forecasting

- Provides aggregate base forecast for selected SKUs and locations for a specified time period
- Initializes a promotional forecast using raw historical sales, eliminating the need for pre-existing promotion history
- Creates promotional lift
- Integrates with Promotion Planning to prepare for an upcoming event and with Replenishment to execute purchases according to the plan

Create Accurate Forecasts.

Creating an accurate demand forecast requires accurate demand history and seasonal profiles. To ensure that “garbage in, garbage out” doesn’t occur, historical data must be cleansed. Things such as promotional activities, entry errors, unusual customer returns, incorrect returns processing, system glitches, item mark-downs and weather or outside events could cause some out of the ordinary spikes or dips in the historical data. If these anomalies are not cleansed, misleading data could cause you to create seasonal profiles and demand forecasts that are inaccurate.

With seasonal profiling, you can identify trends and demand patterns to get a clear picture of the selling curve for a specific time period, product and location. Without this information, you could get an inaccurate forecast that is confused by seasonal spikes in sales. You can determine how much weight to give each past year of demand history in the seasonal profile calculation and determine if an apparent seasonal curve is high enough to need a seasonal profile. Finally, you can review how well the seasonal curve matches from one year to the next and perform trend analysis.

Even when demand is cleansed and seasonal profiles are created, the system can still kick back exceptions. Managing these on your own can be time consuming and costly—but it is critical to maintaining optimal inventory levels. If these exceptions are not properly managed, accuracy suffers at the point of consumption and forces you to either trade off service and revenue or carry excess stock to make up for less than optimal forecasts. With our Advanced Exception Management, business rules are set to proactively adjust forecast components for an exception item. It does this while providing flexibility to adjust the logic and rules that govern the creation and management of the exceptions. Our solution improves productivity and frees up valuable time by reducing user interaction.

Manhattan Associates’ Demand Forecasting solutions take all of this into account. We provide advanced methods for demand cleansing, seasonal profiling and exception management to ensure you have the most accurate forecasts—so you can ensure accuracy while saving time and money by having the inventory you need.



Making Supply Chains Better, Faster and Easier.

Manhattan Associates is built on the premise that the purpose of supply chain solutions is to make businesses more successful. Our supply chain planning and execution solutions have helped more than 1200 companies—of all sizes and across key industries—beat competitors, delight customers and exceed shareholders' expectations.

From Integrated Planning Solutions™ and Integrated Logistics Solutions™ to Business Intelligence, Manhattan Associates provides a complete range of easy-to-use solutions—enabled by a common business process platform—to make your supply chain work more efficiently. So you can serve your customers better. And make your job easier.

Regardless of your company size or industry, we are committed to helping you surpass your business goals—in the immediate future and for years to come. For more information, please visit www.manh.com.



About Manhattan Associates, Inc.

Manhattan Associates is a leading supply chain solutions provider. The company's supply chain planning, supply chain execution, business intelligence and business process platform capabilities enable its more than 1200 customers worldwide to enhance profitability, performance and competitive advantage. For more information, please visit www.manh.com.

About Anseris, Inc.

Focused on software and consulting for demand forecasting and replenishment, Anseris is an Authorized Agent for Manhattan Associates' Demand Forecasting software solutions, as well as a leading provider of consulting, training, implementation and integration services related to demand forecasting. For more information, please visit www.anseris.com