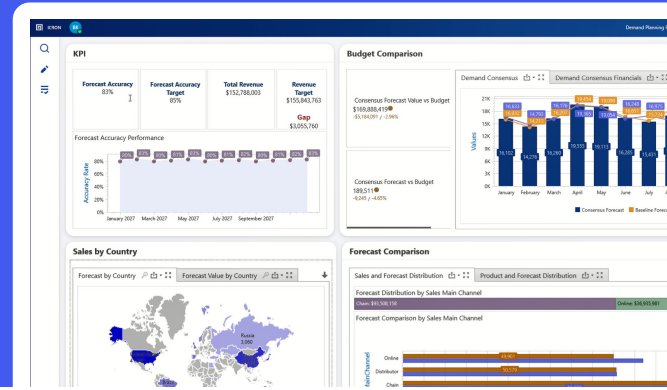


## Customer Centric Supply Chain Planning

# Drive Demand Planning with Advanced Decision Intelligence



Demand planning enables supply chain managers to project upcoming demand and customize their production goals according to the forecasted demand. It is the keystone of effective supply chain management and, in many ways, vital to business success. As market dynamics evolve, scattered visibility and basic tools are insufficient to predict demand metrics accurately. It reduces an organization's ability to respond to market changes and fulfill consumer needs.

**ICRON Demand** harnesses the power of AI-driven methods, advanced decision intelligence, and collaborative analytics to help your supply chain managers make intelligent decisions. More than just a tool, ICRON Demand is a source of confidence, empowering organizations to navigate uncertainty and thrive in an ever-evolving market environment. It consolidates complex historical data and real-time updates to offer a holistic outlook for demand planning.

## The exclusive features that set ICRON Demand apart:

- Analyzes historical data, market behavior, and sales targets to predict customer demand accurately.
- Uses data-driven, actionable observations to identify the focal points of the demand planning process.
- Helps create detailed strategic plans to meet the forecasted demand using decision intelligence for resource allocation, budget planning, and performance monitoring.
- Reduces inventory holding costs and spoilage levels while improving customer service levels.
- Improves visibility and accountability by creating a unified platform for companies with large and complex product portfolios, omnichannel structures, and multi-region customer bases.

## Benefits

**20%** increase in forecast accuracy

**15%** decrease in stock holding cost

**25%** reduction in out-of-stock

**40%** closer to optimal stock levels

## Enhance Resilience and Supply Chain Visibility with ICRON Demand

### AI/ML-powered Demand Planning

- Leverage the power of ICRON Demand's AI/ML-powered integrated planning capabilities.
- Identify different demand streams to get a composite forecast and make scenario-based decisions for enhanced business agility.

### Product Life-cycle Management

- Identify high-growth potential products to streamline the demand decision process and allocate resources more efficiently.
- Enrich the demand planning process by incorporating demand profiles from existing products into new product launches.

### Demand Sensing

- Define external and internal demand drivers, actual order pacing, and market-level signals for better demand sensing.
- Create demand models with different levels of granularity on a unified platform for enhanced decision intelligence.

Optimize with ICRON today! | Get in touch: [hello@icrontech.com](mailto:hello@icrontech.com)



**Optimized decisions  
made simple**

[www.icrontech.com](http://www.icrontech.com)

