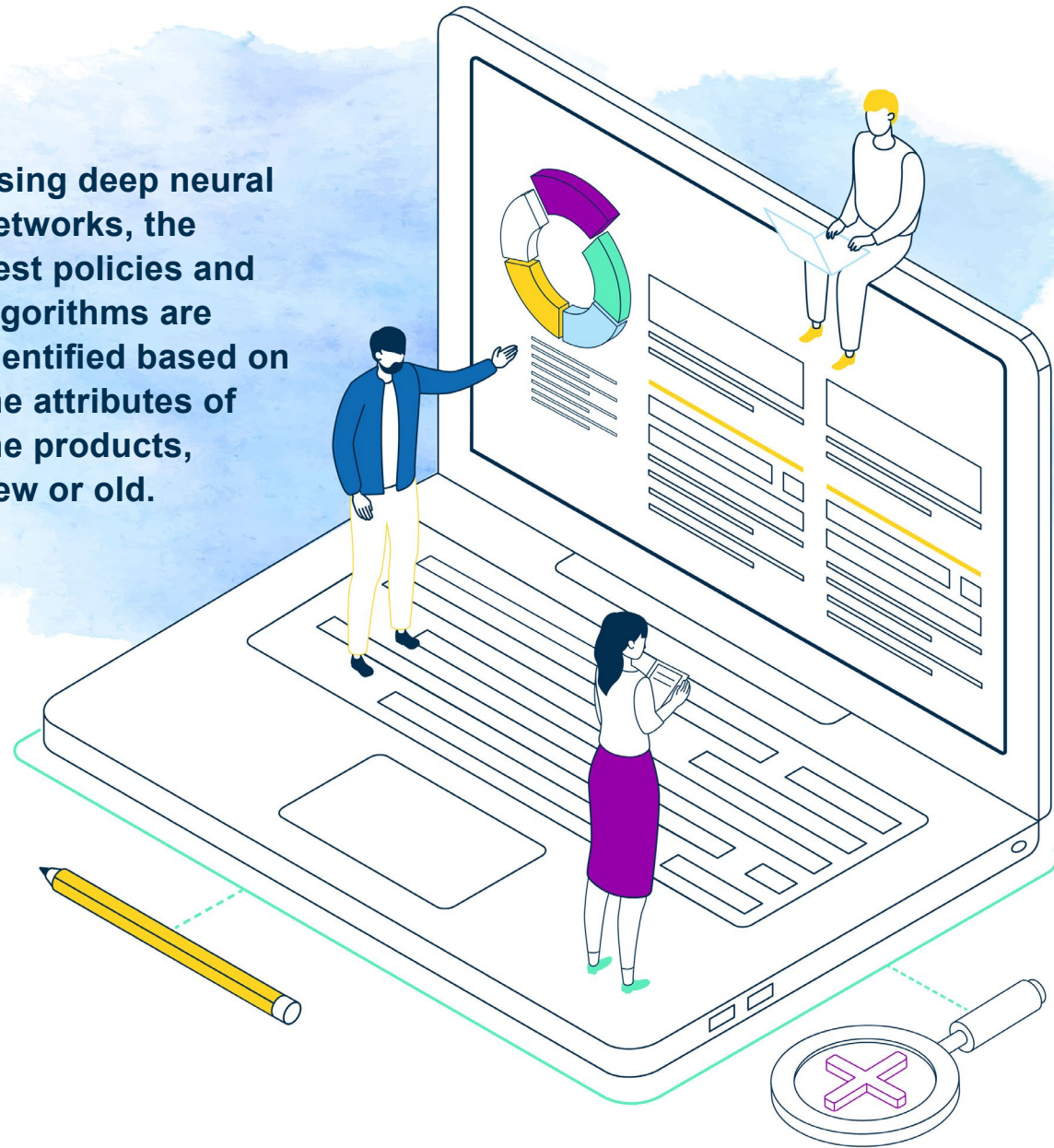**Using deep neural networks, the best policies and algorithms are identified based on the attributes of the products, new or old.**

Demand Planning & Forecasting

Companies selling multiple product lines to multiple customers with regional locations, chances are faced the formidable challenge of accurately and quickly creating demand forecasts and revenue projections. It's daunting enough to forecast mature products, since some of them can be volatile —

it is even more problematic to forecast critical new product introductions. It's not only about trying to figure out the forecast numbers, but also important to understand the amount of risk, high and low, in the number.

What companies need is a solution that links together timely and accurate data from not only sales, marketing, and customers, but also a comprehensive view of all causal factors that can impact accuracy of the forecasts. All that data needs to be modeled in sophisticated ways to enable users to provide their input while being aided by statistical analysis and automation using machine learning. The outcome is accurate product forecasts and revenue projections for all stakeholders.

Adexa Collaborative Demand Planning solution

World class demand planning requires a well-defined and disciplined process that can be repeated with all levels of skills in the organization. The process needs to enable collaborative input from Sales, customer input for both revenue sales and sell through data, data from multiple sources, causal factors, leading indicators, and shipment history. Adexa offers such a comprehensive solution for Collaborative Demand and Revenue Planning.

The Adexa demand planning solution will also evaluate the individual provider's past inputs to the consensus forecast and identify which data providers are most accurate, optimistic, or pessimistic and assign greater weight to those submissions that are most accurate.

One of the most important features of Adexa demand planning solution is the ability to collaborate in real-time with **ALL** the stakeholders to create **ONE** plan for the whole company. There are standard features in the system to facilitate the extension of the analysis of the Distribution channels to your customers' customers.

Benefits of Adexa Collaborative Demand Planning

Accurate plans come from accurate models. Adexa's focus in the design of every critical application is to ensure plan accuracy and user experience. We have ensured that the system is

scalable, fast, and secure with workflows, real-time alerting, messaging, and reporting that are customizable for each user.

- Improve reliability in product forecasts and demand plans
- Adexa automatically determines best algorithm to use
- No physical limit on the number of attributes and hierarchies
- Simplifies promotion planning and cost/benefit analysis
- Strengthens new/untested marketing campaigns
- Ensures the right inventory levels for seasonal peaks and valleys
- Sophisticated security for participants
- Optional replenishment planning and VMI
- Analyzes profitability by channel, product, and geography

Collaborative Demand Planning Alerts, messaging, & collaboration

1. Import sales history, generate statistical forecasts
2. Import customer forecasts
3. Customer collaboration
4. Manage forecasts
5. Derive consensus forecast
6. Demand supply collaboration to consider material & capacity constraints
7. Get constrained forecasts
8. Customer confirmations
9. Measure & react

Real Bottom-Line Benefits

Adexa delivers solutions that synchronize financial/ operations planning (S&OP) and execution (S&OE) in ONE unified model. In your journey to autonomous planning, we create a supply chain digital twin that performs both planning & execution as more data is added. No need to acquire additional systems with disjointed data models and additional data bases. Adexa truly merges planning and execution.