Continuous and rapid change demands a dynamic supply chain.

- Digital channels and multiple delivery modes are now pervasive
- New entrants have retrained consumers to expect on-demand access
- The pandemic has accelerated these trends

Overcome increasing digitalization, new challengers, and the pandemic.

teradata.

Instant gratification has changed the game.
Work smarter, not harder.

Customers want the latest products on demand and through their delivery channel of choice.

Supply chains are challenged to have the right product in the right place at the right time—and at a competitive price. This requires a modern approach to forecasting and demand planning.

How can you bridge the gap between lead times and consumer expectations? Stockpiling inventory at multiple distribution locations while increasing transport capacity is one option, but this brute-force approach is cost prohibitive and generates waste.

There is a better way.

Deliver excellent service to improve customer experiences

Enable cost excellence to maintain profitability

Improve sustainability to lower carbon footprints

Say goodbye to simplistic forecasts and demand plans that no longer work

... and hello to accurate, data-driven predictions.

With consumer behavior patterns constantly changing, predicting what customers will buy has become increasingly challenging. Forecasts based on simple drivers, such as seasonal trends and previous purchasing habits, no longer meet the needs of modern retailers and consumer packaged goods (CPG) companies.

Today's complex environment requires additional drivers, including channel, mode of delivery, social media endorsements, COVID-19 impact, and more.

And it all must be dynamic.

Companies need an agile supply chain that's continuously optimizing based on real-time data insights.

Supply chains in chaos

lead to millions in lost sales.

You can modernize your supply chain by moving from:

Forecasts that refresh long after demand changes	→	**Forecasts that refresh at or near real time**
Fragments of data that cannot capture new demand	→	**Integrating all data, including new demand signals**
Fuzzy and aggregated demand data	→	**Clear signals that improve predictability**
Forecasts that use static models	→	**Multilayered models that identify changes in the moment they occur**

Create the supply chain of the future.

Poor forecast accuracy is causing lost sales.

But that doesn't have to be your story.

It's time to create a dynamic supply chain that carefully balances the high level of service customers expect with cost, quality, sustainability, resiliency, and agility.

The ability to efficiently manage increasing complexity while simultaneously delivering business value is a defining trait of today's best-in-class supply chains.

Forecasting and demand planning accuracy is the key to an efficient and predictive supply chain. These plans require:

Shifting from transactions to behaviors by integrating dynamic data for richer predictions and a holistic model of customer behavior to improve predictability

Diving into data granularity down to a segment of one to understand behaviors and drivers of change, and to support targeted actions that optimize omnichannel inventory

Deploying multilayer forecasting models that simulate, detect, and respond to multidimensional, fast-changing customer dynamics, enabling demand plans that continuously evolve

Increasing forecast frequency to daily, intraday, or near real time for better visibility into changing consumer buying patterns

5

See high–impact results in action.

Leading retailers and CPGs use Teradata VantageCloud to forecast and demand plan. Results include:

2.2%
INCREASE IN SALES
for a European general merchandise retailer that leveraged multilayer modeling to account for new and diverse demand signals that improved forecasting accuracy from 66% to 77%

12%
INCREASE IN SALES OF BAKED GOODS
for a grocery retailer that leveraged near real-time sales feeds to forecast and deliver demand plans direct to stores

How can Teradata help?

Teradata and its partners deliver a real-time, resilient, and dynamic supply chain solution. We help improve forecasting and demand planning to meet customer expectations while achieving operational excellence.

Bring together a variety of data sources at greater frequency—even in near real time—to improve visibility; capture and organize data in a pre-built Retail or CPG Data Model

Provide sophisticated AI and analytics; integrate with partners providing supply chain analytics solutions, such as antuit.ai and SAS, to build next-generation forecasting and demand planning models
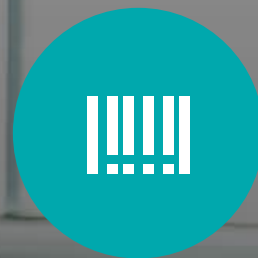
Execute analytics at scale and process data at a granular product/SKU or customer level to drive more intelligence in forecasts and demand plans

Automate insight integration to improve availability of forecasts and plans across physical and digital channels

Integrate supply chain data with other technology solutions to power data-driven operational processes, including commonly used BI and reporting suites

Unlock the full potential of your supply chain.

Solve your supply chain challenges—from start to scale— with power, scalability, and enterprise data analytics.

With Teradata, you can execute innovative AI and machine learning solutions thanks to VantageCloud, the complete cloud analytics and data platform. Create accurate and reliable forecasts and demand plans that help you meet and exceed customer expectations. Maintain cost excellence, improve your sustainable footprint, enable demand shaping, and optimize omnichannel inventory.

Talk to Teradata today to learn more. Visit Teradata.com

teradata.