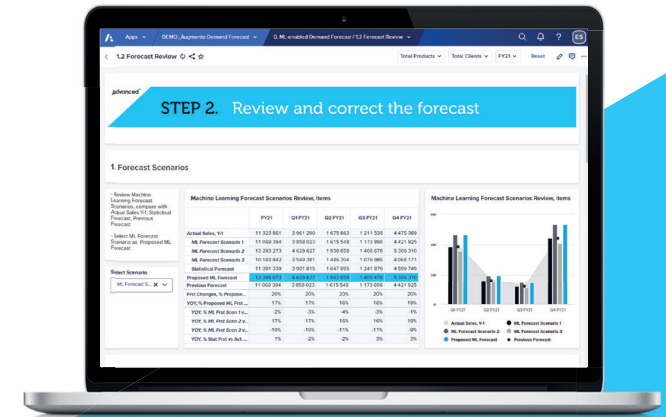


ML-Enabled Demand forecasting tool in Anaplan

What: A holistic Demand forecasting tool enabled by Machine learning algorithms which covers the entire business process of demand forecasting: from setting parameters to generating several ML forecasts for scenario planning and manual corrections to a forecast performance analysis across relevant KPIs

End users: Demand planners, Customer planning managers, S&OP managers, Executive S&OP Team



Functional scope

1. Embedded ML forecasting engine. A pre-built ML forecasting model, seamlessly integrated with Anaplan, generates a volume forecast based on various internal and external data and customizable manual parameters. Users can access parameters such as Price Increase Strategy, Promo Plan, Portfolio Changes, Anomalies, COVID effect etc. directly in Anaplan. Business users can get several forecasts generated with different parameters for a proper scenario planning in Anaplan.

2. ML Forecast Review. The dashboards allow business users to manage generated ML forecasts holistically: from comparing scenarios seeing how each contributes to the company P&L and overall target achievement as well as seeing how each forecast driver impacts the forecast (via an ML-enabled Feature Importance tool). The forecast is split into segments called No, Light and Heavy touch, which advises users which forecast buckets to focus on first – that's where management by exception comes to play.

Upon assessing several scenarios, planners can take the most optimal one forward for making manual adjustments, locking the forecast as Final and sending it for approval via the Anaplan workflow.

3. ML Forecast Performance Analysis. Once actual sales are available, business users can review how an agreed ML forecast delivered across KPIs: Forecast Accuracy, Forecast Bias, Share of No touch items (not needing any review). Each KPI is available for review at any needed forecast granularity depending on business requirements: by products, categories, customers, regions etc. Insights and findings gained from the analysis come as inputs for the next ML forecast refresh.

Key benefits

- End-to-end tool for managing the forecasting process
- A single tool leveraging Machine learning algorithms and Anaplan capabilities for a more quality forecast and streamlined business process
- Easy forecast scenarios modeling based on various parameters from business users
- Management by exception via focusing on the forecast which needs a bigger focus – Light and Heavy touch products
- Scientifically proven demand driver's decomposition via a special ML model
- The ML model and Anaplan are linked via fully automated integration and allow for real-time forecast generation, calculations and scenario planning

Customers in action



"Our demand planning team got hold of not only a more high-quality forecast, factoring in features and patterns which were never leveraged by the statistical methods and analysts, but a user interface in Anaplan to work with the ML forecast – reviewing, correction and finalizing."

Ivan Titov, Head of Planning at Greenfields

Results

- The forecast accuracy increased by 13 p.p. compared to the existing statistical forecast
- The operational forecast accuracy grew compared to the final forecast, corrected by demand planning managers
- The S&OP process got faster thanks to the ML forecasting tool and the overall process automation in Anaplan

About Advanced

We develop technologies and services that allow your business to plan more effectively and efficiently, anywhere from process consulting and implementing Anaplan to ML-enabled forecasting models which are seamlessly integrated with Anaplan. Advanced is the biggest Anaplan partner in Russia, CIS and Eastern Europe and one the first Anaplan partners in the world.



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