

Create a Dynamic Supply Chain to Meet Customer Expectations While Achieving Cost Excellence

Today's retailers need accurate forecasting and demand planning to stay on top of ever-changing consumer behavior patterns and put an end to supply chain chaos.



3 forces driving the need to modernize the supply chain

- Increased digitalization of delivery channels
- New retailers delivering on demand, changing customer expectations
- COVID-19 pandemic accelerating trends



2 ways instant gratification has reshaped retail



Customers want products now, at a competitive price, and they don't want to have to pre-plan purchases or consider lead times



Consumers expect to receive purchases through their preferred channels, whether delivery, collection, or on shelf



4 barriers to meeting customer expectations

- Overly simplistic forecasting based on rearview-looking drivers such as seasonal trends and previous purchases
- Unable to bridge the gap between lead times and consumer expectations
- Inability to refresh forecasts at a frequency that matches a rapidly changing environment
- Siloed data and static models can't capture changing needs



3 reasons to have the right inventory in the right place

- Deliver excellent service to improve customer experiences
- Enable cost excellence to maintain profitability
- Improve sustainability to lower carbon footprint



6 requirements for a modern supply chain

-  Use forecasts that refresh data at or near real time to identify changes the moment they occur
-  Integrate all data, including new demand signals
-  Optimize modern data and analytics techniques for better predictions
-  Deploy multilayered models with dynamic weightings for each layer
-  Balance high service levels with cost, quality, sustainability, resiliency, and agility
-  Build forecasts at a granular level, by SKU, market, store, and customer



2 high-value results from retailers

2.2%

Increase in sales for a retailer leveraging multilayered modeling that improved forecast accuracy from 66% to 77%

12%

Increase in sales of baked goods for a grocery retailer using near-real-time sales feeds to forecast and deliver demand plans direct to stores



7 benefits enabled by Teradata's integrated partner ecosystem

- Bring together data sources at greater frequency to improve visibility
- Provide sophisticated AI and analytics for next-gen forecasting and demand planning
- Leverage complex pattern recognition to find key predictive drivers
- Execute analytics at scale and process data at a granular product/SKU or customer level
- Automate insight integration to improve availability across physical and digital channels
- Integrate supply chain data with technologies to power data-driven operational processes
- Integrate operational, finance, and sustainability datasets to enable a multidimensional, holistic decision process

Use accurate and reliable forecasts and demand plans to create a dynamic and agile supply chain that meets your fast-changing needs.

Learn more at [Teradata.com](https://www.teradata.com).

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