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Demand Guru:
Visually Interactive Exploratory
Demand Modeling

**Explore key drivers of demand and test and predict demand scenarios for
greater confidence in strategic supply chain decisions**

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Better Understanding of Customer Demand Means Better Supply Chain Decisions

In a highly demand-driven marketplace, if you don't understand your customers' buying behavior or are unable to quantify what factors impact your demand and can't easily experiment with accurate future demand scenarios, you may be at the risk of inaccurately designing your supply chain for the future.

LLamasoft Demand Guru solves this problem by enabling rapid and accurate projection of future demand, easy testing of alternate demand scenarios and sensitivities, and out of the box integration to the Data Cube for external time series data to better quantify what factors influence your demand.

As part of LLamasoft's end-to-end supply chain analytics platform, Demand Guru adds just minutes to the supply chain modeling process by automating demand modeling for more confidence in short-term and strategic supply chain decisions.
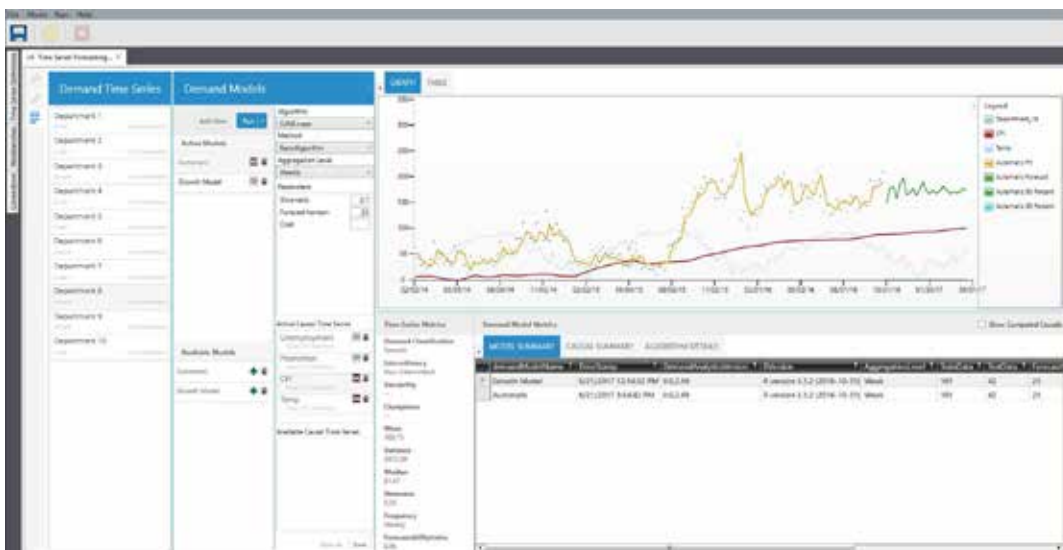
Demand Guru at a Glance

Using Demand Guru, you can go beyond traditional forecasting with exploratory demand modeling for confidence in your strategic and tactical decision-making.
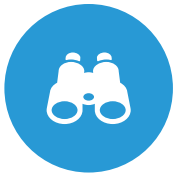
Advantages:

- Rapidly and accurately project demand into the future for short, medium & long term horizons

- Easily conduct exploratory demand modeling with the ability to build infinite demand models that capture all types of demand complexity

- Out of the box integration to the Data Cube for external time series data to better predict demand using causative modeling

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Unlike Traditional Demand Modeling Solutions, Demand Guru Offers:

- Visual and powerful exploratory demand modeling paradigm

- Easy testing of alternate demand scenarios & sensitivities for the short, medium & long term horizons

- Tight integration to external data such as weather and economic factors to identify cause and effect relationships to better predict future demand using causative modeling

- Accurate projection of demand into the future with state-of-the-art machine learning algorithms

- Ability to classify demand by seasonality, intermittency, variability & life cycle

- Automatic algorithm selection and parameter optimization

- Best-fit model ranking with the ability to associate multiple demand models to similar demand characteristics
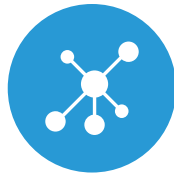
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How Demand Guru Adds Forecast Accuracy and Confidence in Just Minutes

EXPLORE

Explore key drivers of demand using what-if scenario modeling and interactive visualizations

MODEL

Build demand models to analyze and extract demand characteristics and patterns and reduce forecast error

PREDICT

Predict demand patterns into the future using state-of-the-art machine learning algorithms—no deep statistical background required

ACCESS

Access data cube with an abundance of weather and economic time series datasets to identify cause and effect relationships to better predict future demand

INTEGRATE

Deploy and execute demand models across all LLamasoft supply chain design and planning products for a better demand signal that drives a better supply chain design

"With Demand Guru you can model different demand streams and create forecasts with that information. Demand Guru contains access to the data cube and it's a game changer. It has information on many causal factors which is not always readily available or readily accessible. Companies know the relationship between their demand and market specific factors for their business, but aren't always able to model the external macro level causal factors. Demand Guru enables modeling and filtering the relevant factors. In today's era, solving for demand is the first step to solve all of your supply chain design problems including capacity and inventory planning."

– Amit Surve, DBU Supply Chain Design and Network Optimization Leader, Cummins

Key Elements of Demand Modeling

EXPLORATORY VISUALIZATION

DATA BLENDING

Easily connect to & transform demand data from any system

CLUSTER AND CLASSIFY DEMAND

Hierarchical Aggregation

Classify by Variability, Product Life Cycle

EXPLORE DEMAND INFLUENCERS

Business Influencers

Market Influencers

External Influencers (Data Cube) Such as Weather & Economic Time Series Data

PREDICT FUTURE DEMAND

Build Demand Models

Test Demand Scenarios

Understand Key Demand Drivers & Sensitivities

PUBLISH

Build design models with future demand scenarios

Supply Chain Guru

SupplyChain Guru.com

POWERFUL DEMAND SOLVERS

Aggregation/Disaggregation	Product Life Cycles	New Product Introduction
SKU Affinity Analysis	Machine Learning	Demand Sensing
Demand Classification	Predictive Analytics	What-If Modeling

AUTOMATED & REPEATABLE PROCESS

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Demand Guru: All the Tools You Need for Easy Demand Modeling and Decision Support

Powerful Machine Learning Algorithms

State of the art machine learning algorithms that detect unobvious relationships & correlation patterns within your demand

Multiple Demand Modeling Workbenches

Ability to seamlessly integrate multiple facets of demand modeling: forecasting, clustering, what-if modeling, sensing

Data Cube

Access an abundance of weather and economic time series datasets to identify cause and effect relationships to better predict future demand

Automatic Model Selection & Optimization

Automatically select the most accurate forecasting technique(s) to project demand into the future

Exploratory Visual Modeling

Quickly model/tweak a variety of demand drivers & dynamically quantify its impact in an interactive visual manner

New Demand Modeling Paradigm

Build infinite demand models that capture all types of demand complexity

Repeatable, Easily Deployable Workflow

Deploy & persist demand models across all LLamasoft's products

Tightly Integrated with Data Blending Actions & Connectors

Quick access to data blending tools to manipulate ERP data into the format you desire to forecast

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Who Uses Demand Modeling?

Supply Chain Designers/Analysts

- Build accurate future demand scenarios to test sensitivities as part of supply chain design process

- Apply the right growth rates to products, geographies in order to test design robustness

- Roll up/down business forecast to meet model needs

- Explore key drivers of demand in supply chain considering external factors

- Insight into product characteristics such as seasonality, intermittency, variability & life cycle

- De-seasonalize/De-trend demand to remove known sources of variability as part of right-sizing safety stock

Business Leaders

- Support long-term business planning

- Better understand consumer buying behavior

- Determine demand sensitivity to price & market changes

- Easily interpret visual outputs

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We Love Helping Businesses Design Better Supply Chains!

About LLamasoft

LLamasoft enables organizations around the world to model and optimize their supply chain operations for major improvements in cost, service, sustainability and risk mitigation. We're driven to make supply chain optimization easier, better and faster, so you can make the world a better place. We continue to innovate with an aggressive development roadmap including new solutions for supply chain visibility, planning, and predictive analytics.

- Named to the Deloitte Fast 500 for five consecutive years

- 50% of Fortune 100 companies with supply chains have designed with LLamasoft

- LLamasoft has supported over 2,000 supply chain design projects

FOR MORE INFORMATION, DOWNLOAD OUR EBOOK:

Six Key Questions to Ask (and Answer) When Investigating Demand Modeling in Supply Chain Design

DOWNLOAD EBOOK ⊙

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