

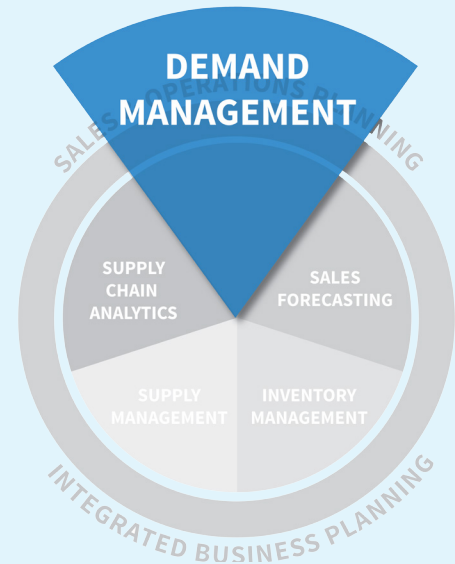
# Atlas Planning Suite

## Demand Management



The Demand Management module lets you overcome any planning challenge, including new product launches, changes in customer buying patterns, unplanned events, seasonality and more.

- ✓ Industry leading forecast accuracy
- ✓ Rapid Implementation for fast ROI
- ✓ Easy integration with any data source

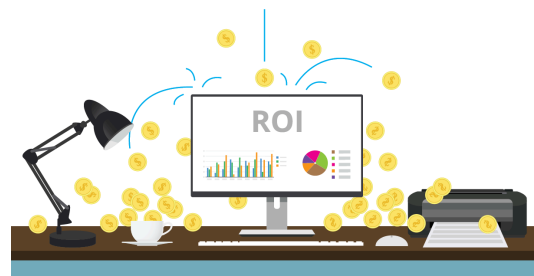


### INDUSTRY LEADING FORECAST ACCURACY

Our proprietary best-fit algorithm PROCAST consistently outperforms the competition and delivers the most accurate forecasts in the industry. We are constantly updating our forecasting methods to take advantage of the latest advances in AI and machine learning. This unsurpassed forecast accuracy will trickle down through your entire supply chain for optimal performance.

### RAPID IMPLEMENTATION FOR FAST ROI

Our implementation services offer a unique twist on traditional long duration enterprise software implementations. We go back to the basics and focus on training and hands on experience during the implementation to ensure a successful go-live. This allows for rapid deployments, often in less than 30 days. At the same time, our platform allows for advanced configuration for unique supply chain requirements.



### EASY INTEGRATION WITH ANY DATA SOURCE

Atlas lets you pull data from anywhere. Automatically pull data from your ERP system, CRM, spreadsheets, databases, Government data, social media data or any other data source. Atlas Planning automatically cleanses the data and aggregates it to the same level for optimal end-to-end supply chain planning.



## Key Capabilities

### STATISTICAL FORECASTING

- PROCAST expert selection technology
- 25+ forecast models
- 50+ descriptive statistics
- Machine learning capabilities
- Quarterly, monthly, weekly, daily forecasts
- Incorporate socioeconomic, weather, social, e-commerce data, and more
- Automatically cleanse demand anomalies
- Blend statistical models over a defined timeframe
- Create statistical forecasts for linked products
- Create statistical forecasts in real time hierarchical models: top-down, bottom-up, and middle-out

### DEMAND PLANNING

- Plan effectively for demand life-cycles
- Identify and flag exceptions
- Organize useful notes at any level of the hierarchy
- Adjust forecasts and see the impact in real time
- View and adjust forecasts using various unit of measure
- See forecast impact and compare to budget
- Automatically analyze customer demand patterns to accurately prorate a monthly or weekly forecast to the daily level
- Lock data input based on process steps, calendars, roles, etc.

### DEMAND SHAPING

- Plan for marketing events such as promotions, new product launches, and store openings
- Derive statistical profiles of promotions based on past events
- Separate base business from promotional business or other exceptional demand
- Compare multiple event scenarios
- Use product substitutions to entice customers to purchase specific products
- Model new and retiring products from a library of lifecycle profiles
- Support product phase-in and phase-out forecasts

### DEMAND SENSING

- Translate downstream data with minimal latency
- Discover relationships in large internal and external data sets to predict future sales
- Update system in real-time to include latest customer orders
- Utilize real-time data, such as shipping notifications
- Suggest demand optimization actions based on short-term trends
- Use social listening, weather data, and POS sales to sense shifts in demand

### REPORTING & ANALYTICS

- Executive S&OP reports
- 50+ standard reports
- Configurable KPI reporting
- Configurable product segmentation reports
- ABC analysis and lifecycle reporting
- Compare multiple scenarios based on any parameters
- Calculate demand segments based on historical demand to set priorities for items and groups
- Identify unprofitable SKUs and suggest for elimination

## Our Proud Customers



Everybody's connecting.

