



# AI-Driven Demand Planning and Shaping, Aligned with Sales and Supply Chain

Automated AI-driven forecasting allows for maximum customer satisfaction at the lowest operating cost.

RELEX maximizes sales and supply chain planning accuracy for consumer goods companies with unique insights into consumer demand and retailer decisions.

## Stay in control of your demand with RELEX



**Unlock the potential of machine learning** by automatically forecasting demand on an ultra-granular level for every SKU per customer chain and sales channel.



**Sense changes in consumer demand** by integrating point-of-sale data and variables such as consumer behavior, price elasticity, promotional impacts, and store-specific assortment changes to increase accuracy.



**Shape demand to match supply** by making informed commercial decisions, such as ensuring the right products and price points are set for promotions to ensure efficient use of capacity, resources, and inventory.



**Plan proactively with insight into retail decisions** by leveraging data from your customers on assortment changes, promotions, and seasonal stock fills, and by collaborating effectively for the best mutual outcomes.

## Key benefits

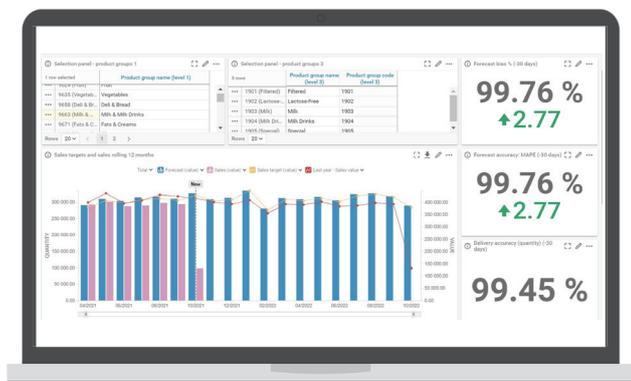
- Increased forecast accuracy
- Improved service levels
- The ability to execute on-time, in-full deliveries to your retail customers
- Reduced inventory holding needs and costs
- Lower spoilage levels

up to **10%**

increase in forecast accuracy using retailer data

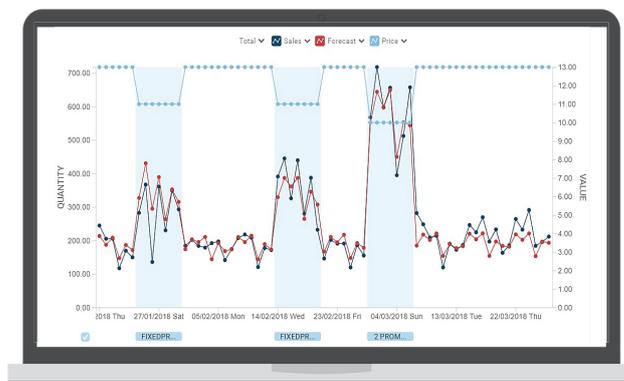
# AI-powered planning in a unified platform

## Get actionable insights at a glance



- View and adjust forecasts on any defined level and time frame
- Respond to exceptions with insights into key metrics on one dashboard
- Take advantage of an easily configurable and intuitive UI

## Enrich forecasts with retailer data



- Automatically integrate retailer data on the right level for your planning needs
- Uplift forecasts based on retailer decisions, such as promotions, range changes, pricing and events
- Ensure forecasts are adaptive to retailer plans and market changes

## ATRIA

**Atria** is a leading supplier of meat products throughout the Nordics, Estonia, and the St. Petersburg area. Atria faced challenges with customer-led promotions, big retailers' buying decisions, product launches, and seasonality in forecasting. To solve these challenges, Atria partnered with RELEX because of its well-tested, intuitive workflow and adaptability to accommodate business changes.



**6 pp** improvement in forecast accuracy



**Over 90%** forecast accuracy on weekly level

## Why RELEX?

### Extensive retail insight

RELEX solutions are used to forecast and control over \$700B of grocery business

### Product leadership

Industry-leading forecast accuracy, proven by the market

### Customer obsession

Track record of 100% referenceable customers

### Quick time to money

100% successful implementations; ROI expected within nine months.