asper
a fractal company

Demand Forecasting & Planning

Introduction to Asper

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Significant value unlocks interconnected autonomous AI

+10% Revenue Growth and Financial Performance

+40% Increased Productivity

3X Faster time to Value

Break functional silos and interconnect demand and supply

AI first process transformation in enterprise decision making

Seamless integration of AI on top of current infrastructure and data

Who we are

Asper is the World's only purpose-built AI enabling interconnected autonomous decisions for CPG, Retail and Manufacturing Enterprises

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Built at Fractal, world's largest AI company

fractal
INTELLIGENCE FOR IMAGINATION

- World's **largest AI company** with 20+ **years** of powering decisions in **100+ Fortune 500 companies** with AI, engineering, and design
- Client first philosophy resulted in **NPS of 75**, on road to deliver **$1B value** for multiple strategic partners
- Deep expertise in **CPG, Retail and Manufacturing**

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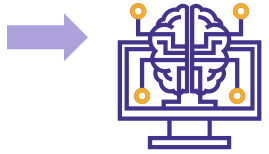
Agile scenario planning to manage macro and industry headwinds

Interconnected Autonomous decisions



Committed 5-15% accuracy improvement

AI first business process transformation

100+ leading external indicators curated by domain SMEs

Cloud based SAAS platform, seamless integration

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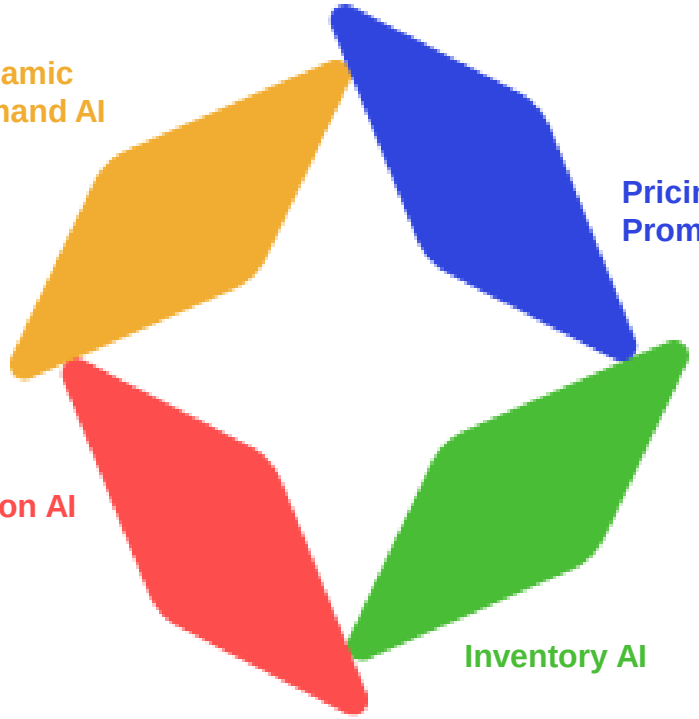
Interconnected modules focused on revenue growth

Improve SFA
5%-10%

Reduce forecast bias
20%-50%

Dynamic Demand AI



Pricing & Promotions AI

Improve sales
2% - 2.5%

Improve promo ROI
10% - 25%

Improve margins
3% - 5%

Improve sales by
4% - 5%

Sales & Distribution AI

Inventory AI

Improve Fill rates
2% - 4%

Reduce OOS
20% - 30%

Reduce lost sales
30% - 50%

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Dynamic Demand AI

Demand Forecasting at Asper

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Demand Forecasting challenges in categories amplified by external headwinds

COVID driven consumer mobility changes

Innovation and Niche alternatives

Channel shifting – On vs Off premise

Commodity price inflation

Changing Consumption Occasions

Extreme weather events

Global supply chain disruptions

Bigger baskets, fewer trips

Disposable income, Consumer Confidence

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Purpose built to solve 8 key pain points in demand planning

8 Major Pain points in demand planning

- **Reactive response** due to lack of anticipation
- **Low accuracy** of forecast at granular levels
- **Human bias** in planning and collaboration
- **Manual effort** in managing long-tail
- Inability to **decompose drivers** of demand forecast
- **Slow response time** for changing demand patterns
- Inconsistency in **multi level reconciliation**
- Poor **new product forecasting**

Purpose built AI platform to solve for these pain points

Anticipate
Early warning of risks and opportunities
Focus to drive value and impact

Quantify & Attribute
Isolate drivers of demand and impact
Simulate potential scenarios

Recommend & Collaborate
Prescriptive recommendation from AI
Track and learn from interventions

Automate & Integrate
Automation and collaborative workflow
Connects w inputs and output systems

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Our Solution approach is based on category domain and best-in-class forecasting approach

Dedicated Modules for Seasonal Forecast and Innovation products based on product/category features

Leverage the historical trends on Inventory and orders to improve accuracy

Separate models for Short-Term and Long-Term forecast with different driver features

Category-specific consumer trends, that could influence behaviour and purchasing habits, alcohol consumptions, etc..

Internal and external data and drivers – retail sales, weather, macroeconomic, sporting events, commodity prices etc.

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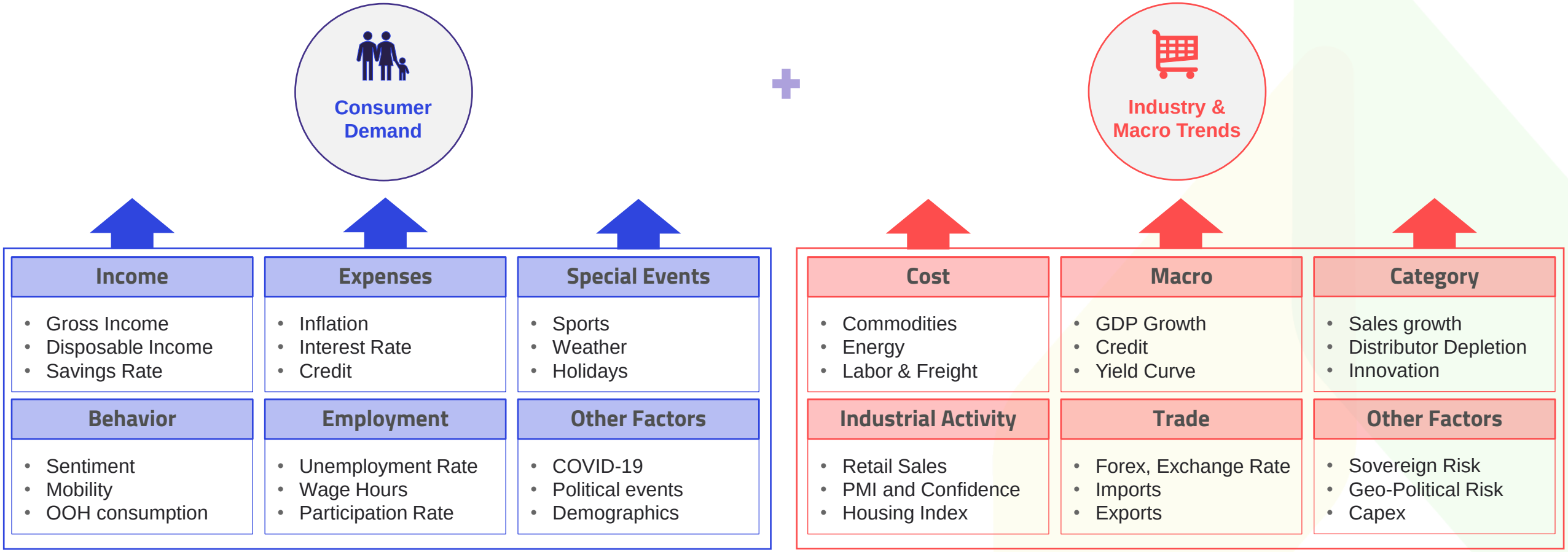
We use 100+ external indicators to model leading indicators of demand



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Building future ready capabilities and process transformation for demand planning

Illustrative

Today

- Data Collection — ✕ Manual data preparation in Excel
- Commercial/Sales discussions & inputs — ✕ No initial forecast available. Discussion focused on inputs
- Initial Demand Forecasting — ✕ Manually done in Excel by planners
- Forecasting Adjustments — ✕ Manually done by planners in excel with cross functional inputs
- **Final Forecast**

Tomorrow

High-Touch — Automated data processing & initial AI forecasts — **Low-Touch**

- Commercial/Sales discussions & inputs — ✓ Discussions on risks and Opportunities
- Forecasting Adjustments — ✓ Forecast adjustments w cross functional inputs and AI simulations on the tool
- Collaborative review & sign off — ✓ Cross functional team to review assumptions and final forecast for sign-off
- **Final Forecast**

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Faster realization of value unlocks

$50-100MM

ACCURACY **PRODUCTIVITY** **AGILITY** **SPEED**

Capture Lost Sales Due to Lower Forecasts
(2-4% of Topline)

Improved Inventory Positioning
(1-2% of Topline)

Lower Inventory Levels and Warehousing Cost
(7-10% Lower Inventory)

Optimized Markdowns based on Inventory
(15-20% Less Investment)

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Success Stories

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Consistently exceeding existing accuracy by 5-10%

Multinational B2B food processing company

6.8%

Accuracy Improvement on Shipments forecast

F100 Personal Care Company

10-16%

Accuracy Improvement on 3 month and 5 month forecast

F100 Multi-Category Consumer Goods Company

5-22%

Accuracy Improvement on High volume and long tail for primary sales forecasts

F100 Consumer Electronics Company

12%

Device activation accuracy improvement

F100 Snacks Manufacturer

6%

Accuracy Improvement on quantity sold

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Digitized demand planning process for a $5B food processing company

Leading Snacking, Beverage, Meal Preparation Customer

$4.5B
Revenue

11K SKUs
32 Categories

Key business challenges

- Low Forecast Accuracy
- Heavy manual adjustments
- Lack of bandwidth to review entire portfolio
- Incomplete understanding of drivers

Year 2
- 10+ppt improvement in Forecast accuracy
- 25-40% No touch forecast automation

Year 1
- Consistently improved 5-7ppt Forecast accuracy

12 Week Full implementation
- Scaled to all 32 Categories and 11K SKUs

8 Week POV on select categories
- Beat existing accuracy by 5+ ppt

Business Impact

$39.4M value unlock
+1% Annual revenue growth
+8% Savings on inventory holding cost
+8% Less working capital on inventory

$150k less infra cost
Storage and Computing on Cloud etc.

25% Freed up people time
Repurpose freed up bandwidth to focus on high value opportunities

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Thank you

Reach out to us at contact@asper.ai