



## Deliver a superior customer experience with cognitive demand planning

Faced with rising customer expectations and increased competition, companies today are under greater pressure to respond quickly to market changes – or risk sales and profit. Plus, growing demand volatility and increased supply chain complexity are making it even harder for companies to predict true customer demand with sufficient accuracy.

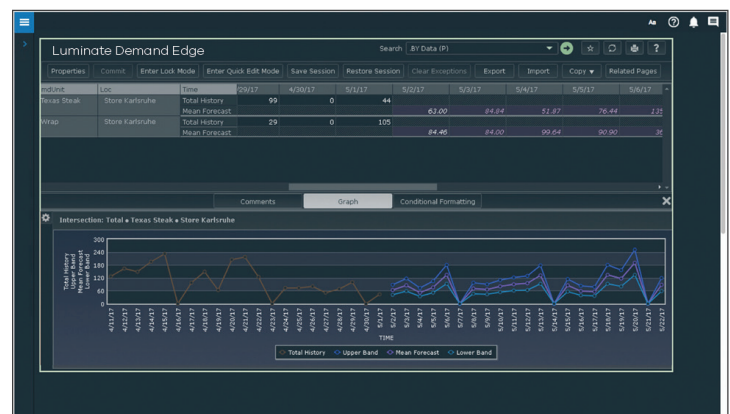
While companies have been boosting inventory levels to ensure better product availability, this practice is not a profitable, long-term solution. To successfully meet customers' ever-changing needs in today's digital world, companies need a more precise demand forecasting method that's enhanced with real-time digital signals from Internet of Things (IoT) sensors, social media, news, events and more.

## Demand forecasting. Illuminated.

Luminate Demand Edge is a software-as-a-service (SaaS) solution that extends and enhances JDA's industry-leading demand planning solutions – as well as other traditional demand planning applications – to deliver game-changing, autonomous forecast accuracy. It leverages leading artificial intelligence (AI) and machine-learning (ML) algorithms from Blue Yonder to develop highly accurate, probabilistic short-term demand forecasts that go beyond traditional forecasting methods to incorporate hundreds of demand factors such as the impact of weather, social sentiment, news, local events and IoT data. The solution, part of the JDA® Luminate™ Planning family

## ◆ Key Benefits:

- Reduces out-of-stock rate by up to 30 percent
- Helps realize forecast accuracy levels of up to 95 percent
- Enables one-time inventory savings of up to 15 percent
- Reduces waste and expedited spend by up to 10 percent
- Improves planner productivity by up to 70 percent
- Liberates and empowers workforce to deliver a superior customer experience
- Improves understanding of demand drivers and customer behavior
- Increases leverage from existing investments in demand management processes
- Enables autonomous and profitable business decisions



of next-generation solutions and enhancements, is built on a cognitive, real-time, connected platform that embraces digital-edge technologies such as SaaS, IoT, AI, advanced analytics and cross-platform integration.

With Luminate Demand Edge, companies can now predict demand with even greater accuracy, enabling them to improve customer service without adding inventory to the supply chain. No other provider can deliver the powerful breadth and depth of JDA's innovative, end-to-end supply chain solution footprint, ecosystem of digital partners, and cognitive ML capabilities from Blue Yonder.

### Enhance forecast accuracy with an outside-in approach

Traditional forecasting approaches have often been driven from the inside-out, influenced by desired sales projections and experienced demand planners' intuition. Luminate Demand Edge takes an outside-in forecasting approach, enabling organizations to accurately incorporate hundreds of internal and external, environmental variables – along with their complex interactions – to calculate the true drivers of real-time demand.

### Drive better business results with probabilistic demand predictions and insights

For decades the industry has been managing demand based on deterministic forecasts that produce a single-number demand forecast. Luminate Demand Edge changes that. It looks at hundreds of external factors and then calculates a probabilistic demand forecast, determining the likelihood of different demand outcomes, each with a calculated business impact and risk – arming demand planners with the data and insights they need to make more informed, risk-aware business decisions.

## ◆ Key Capabilities:

- Leverages ML to produce highly accurate forecasts
- Incorporates hundreds of real-time demand signals and data points
- Uses a probabilistic forecasting approach to calculate business impact and risk

### Deliver faster, more profitable business decisions with ML-driven insights

Analyzing real-time data dramatically increases the volume of data beyond human capacity. To analyze very large data sets and examine every possible outcome, companies need the processing scale and precision that only Blue Yonder ML can provide. Luminate Demand Edge enables the highest degree of automation, processing hundreds of internal and external signals and billions of data points to arrive at unbiased predictions that lead to more profitable business decisions. Further, leveraging ML yields continuous learning that drives ever-increasing understanding and accuracy of demand. Not only does this improve demand planners' productivity, but it also increases forecast accuracy, enabling companies to deliver a superior customer experience.

Running JDA Luminate, you can plan to deliver.

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