

# Information Services

Illuminate the last mile with DemandView™ Information Services (DVIS).

Billions of dollars have been spent on enterprise software solutions that only provide a backward view of sales. Far beyond these basic analytics, DVIS provides a look into the future—a forward-looking picture that illuminates that missing link of information from the distribution center to the store shelf: the elusive last mile. Only DVIS provides this sweet-spot data—data that can help you accurately forecast and run business more effectively, especially at store-level execution.

## Inside DemandView

### DemandView Forecasting

DVIS is a platform for *last mile* solutions that solve some of the most vexing problems, such as out-of-stocks and shrink. It does this by modeling and maintaining a demand forecast based for how a particular item behaves in a particular store. We achieve this by processing billions of data elements, through proprietary algorithms at unprecedented speed, to provide the most accurate and current forecasts available for Fast Moving Consumer Goods.

DemandView Forecasting has three characteristics that set it above all other forecasting technologies:



### 1. Automated algorithm assignment and calibration

DemandView automatically evaluates input data to assign the best fit forecasting algorithm. All algorithm coefficients are automatically determined and calibrated meaning every item in every store has a unique algorithm that best fits that item's movement in each store. For example, 50,000 warehouse items in 1,000 stores will have 50 million unique algorithms. Drawing from this breadth of data is vital to Market6's forecast accuracy.

### 2. Calculation of True Baseline™ and Turn Forecast

DemandView estimates demand in three separate components: True Baseline, Turn Forecast and



Incremental Volume from Promotion. Estimating demand in this way separates non-promoted activity (turn), such as weather and sporting events, from promotions and new items, to provide a more accurate demand forecast.

### 3. Daily updates

The key to DemandView accuracy is daily updates using that day's data. Every day, every algorithm in the DemandView database is updated and recalculated using the freshest demand signals for the next 31 days. This breakthrough technology enables tremendous processing capacity. For example, in a hypothetical 1,000-store chain with 50,000 items, four forecasts (True Baseline, Turn Forecast, Incremental Volume from Promotion and Total Volume) are updated each night with that day's data for each of the next 31 days. This requires 6.2 billion individual forecast calculations. Processed at a blindingly fast rate of 2.3 million forecasts per second, these calculations are completed in under an hour.

### Balance-on-Hand (BOH) Anomaly Detection

We know the challenge in maintaining accurate inventory estimates at the store level. And we don't fight it. Instead, we determine how confident we are in the BOH estimate, examine those items most likely to be incorrect and request store counts of only those specific items in question. This process not only achieves greater store-level collaboration, but enables unprecedented estimate accuracy and incredibly effective BOH inventory management.

## Benefits

This unique combination of forecasting and inventory maintenance successfully fuels optimal order logic—down to the specific store item. Market6 has achieved unprecedented success in increasing sales through a more balanced inventory that reduces out-of-stocks—for both stores and for distribution centers. With unprecedented granularity into future demand and accurate BOH inventories, your company can improve:

- **Retail Execution**

Drive greater sales at lower costs and increase consumer satisfaction by anticipating consumer demand, store inventory and replenishment requirements, coupled with real-time actionable alerts.

- **Category Management**

Successful category management depends on insights and execution. DemandView uses all facets of supply chain information to make sure the right products are on the shelf at the right time in the right quantity. With DVIS you can align category management goals with CPG and store resources through a common view—with uncommon detail—of past, present and future information.

- **Supply Chain Productivity**

Determine inventory needs with unprecedented accuracy for every item in every store and distribution center with rolling 30-day pin-point projections of future consumer demand.