

# New Horizon Demand Planning

## Drive Better Decisions with AI and Machine Learning

### A New Approach for Today's Uncertain World

Predicting and managing demand has become increasingly difficult over the last decade. Shorter product lifecycles, increasing channel complexity, and market disruptions such as COVID-19 have all contributed to greater uncertainty. Unfortunately, the demand planning software market has not kept up with today's challenges. While new technologies such as artificial intelligence (AI) offer a better approach to forecasting demand, many vendors have just paid lip service to such technologies while they continue to market older approaches. Furthermore, most vendors' solutions remain difficult to implement and hard to use.

New Horizon Demand Planning (DP) offers a new approach. Leveraging our founders' experience implementing planning solutions at over 100 companies, New Horizon has developed a next generation demand planning solution that takes advantage of the latest advances in data science and modern cloud computing. The result is up to a 44% increase in forecast accuracy, implementation times as quick as one month, and increased user adoption and productivity.



New Horizon Demand Planning

### Increase Forecast Accuracy Up To 44% with AI and Machine Learning

To increase forecast accuracy, New Horizon uses the latest in AI and machine learning technology. The DP forecast engine uses ten forecasting models, including Facebook Prophet, which New Horizon has enhanced for specific industries. Facebook developed Prophet for uses such as forecasting network traffic, and it is particularly good under conditions of rapid change. DP then uses proprietary AI and machine learning algorithms to select the best model for each situation.

While DP's forecasting engine is highly automated, there may be situations where a customer wants to tune the engine manually to get better results. Unlike with some other solutions, customers can tune the DP forecast engine without the need for highly specialized expertise.

### Forecast in the Face of Unexpected Shifts in Demand

Over the last twenty years, there has been an increasing frequency of supply chain disruptions, for example: the 2007-2009 Great Recession, the 2017-2020 US-China trade dispute, and the pandemic. All these disruptions have made predicting demand more difficult. In addition, the demand history from these periods is unlikely to be of much use for predicting future demand. New Horizon uses AI technology to improve forecast accuracy during such periods. And after such disruptions, New Horizon automatically compensates for the skewing of demand history caused by such events.

## KEY CAPABILITIES

- Ten forecasting models, including Facebook Prophet
- AI and machine learning algorithms to select the best forecasting model
- Automated demand segmentation
- Day-in-the-life industry process templates
- Built-in KPIs such as MAPE and Bias
- Real-time alerts for changes in forecast and forecast error tolerance
- Audit trails that drive accountability for user input and record all changes
- Pre-built waterfall analysis allowing users and managers to review key drivers of change
- High-performance cloud architecture for managing large data sets

## KEY BENEFITS

- Improve forecast accuracy by up to 44% vs. other solutions
- Increase service levels, on-shelf availability, and revenue
- Reduce inventory and supply chain costs
- Improve planner adoption and productivity
- Accelerate planning cycle times
- Reduce IT support and lower TCO with user administration front end
- Speed-up implementation, resulting in quicker time to value and lower TCO

## Focus on What's Important Using Automated Demand Segmentation

Segmenting demand into ABC categories is critical for focusing your attention on the right priorities. New Horizon can automatically classify products based on volume, margins, seasonality, volatility and other attributes. This way, you can focus on the most important items for forecasting and exception management.

## Implement in as Quickly as One Month with Industry Best Practices Templates

Demand planning is a business process that varies by industry. With New Horizon's day-in-the-life industry process templates, you can accelerate your implementation and go live in as little as one month. You will also improve planner effectiveness through the use of industry best practices.

## Maximize Adoption and Productivity with an Intuitive User Experience

New Horizon's user experience (UX) is based on lessons learned from over 100 demand planning implementations. Our modern UX is easy to use, features highly configurable layouts and workflows, and makes it simpler to manipulate data and identify exceptions. Powerful features include multi-level pivot, multi-sort, column filter, resizable elements, and dynamic search. The result is increased user adoption, greater planner productivity, and shorter planning cycle times.

## New Horizon — The AI Planning Suite

Demand Planning is just one application in New Horizon's comprehensive planning suite. The New Horizon Suite brings a more modern approach to supply chain planning software. We leverage the latest advances in AI, machine learning, and cloud technologies to offer better plans, a more intuitive user experience, and quicker, less expensive implementations. The result is superior service levels, reduced inventory, faster time to value, and lower TCO. New Horizon – The AI Planning Suite™.

## To learn more:

[newhorizon.ai](https://newhorizon.ai) | [info@newhorizon.ai](mailto:info@newhorizon.ai) | USA: 1 888.639.4671 | Int'l: +1 978.394.3534

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