

VIVA TECHNOLOGY

BearingPoint®

DemandSens

VivaTech, June 2023



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| The Business Challenge

”Predict the right products to be available in the right quantity, in the right place, at the right time”

Demand sensing activity can be challenging

Forecasting is still a tedious process

COTS AI value proposition is poor

”Reduce PoS unsold product units...



... while avoiding out of stock issues”



We made it!

DemandSens.Press

50+ Press Titles 80M+ Forecast /year 40 End Users 25k PoS

DemandSens.Book

160+ Book publishers 7k+ New titles/year 60 End Users 12k PoS



#1 National Daily



#3 National Daily



#4 National Daily



#5 National Daily



#4 Regional Daily



#4 Regional Daily

















#1 Horse betting Daily











#8 Regional Daily



#2 Weekly Sport



#4 Monthly Sport









































































































What are the Business Benefits?

“Leverage AI & DataScience to predict sales in the right locations & supply the right quantities of SKUs”

#1

Up to 6x
faster

ENHANCE PRODUCTIVITY

Robotize and speed-up
demand forecasting /
allocation process

Build trust in forecast for
sales team on the ground

#2

Up to -30%
Unsold

INCREASE DIRECT MARGIN

Lower distributed
quantities and limit
shortages

Reduce cost to operate &
raw material acquisition

#3

2 M+u
avoided*

CONTRIBUTE TO CSR POLICY

Reduce impact on
natural resources

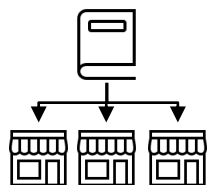
Production, Logistics
& Distribution



A disruptive set of AI-driven features & capabilities

Illustration · Book industry engine

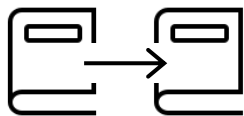
Allocation & Planning



Compute optimal allocation store-by-store, SKU-by-SKU

Wide range of allocation methods leveraging master & historical data

Look-Alike Recommendation



Identify and suggest the most similar book title across portfolio

Content-based filtering engine leveraging PIM data & publisher objective

Prospection Trend



Reassess constantly target sales quantities for launch date

Regression engine leveraging PoS pre-orders from sales team visits

Print Run Forecasting



Compute optimal quantity for initial print runs SKU-by-SKU

Forecasting engine securing launch date volume & buffer stock

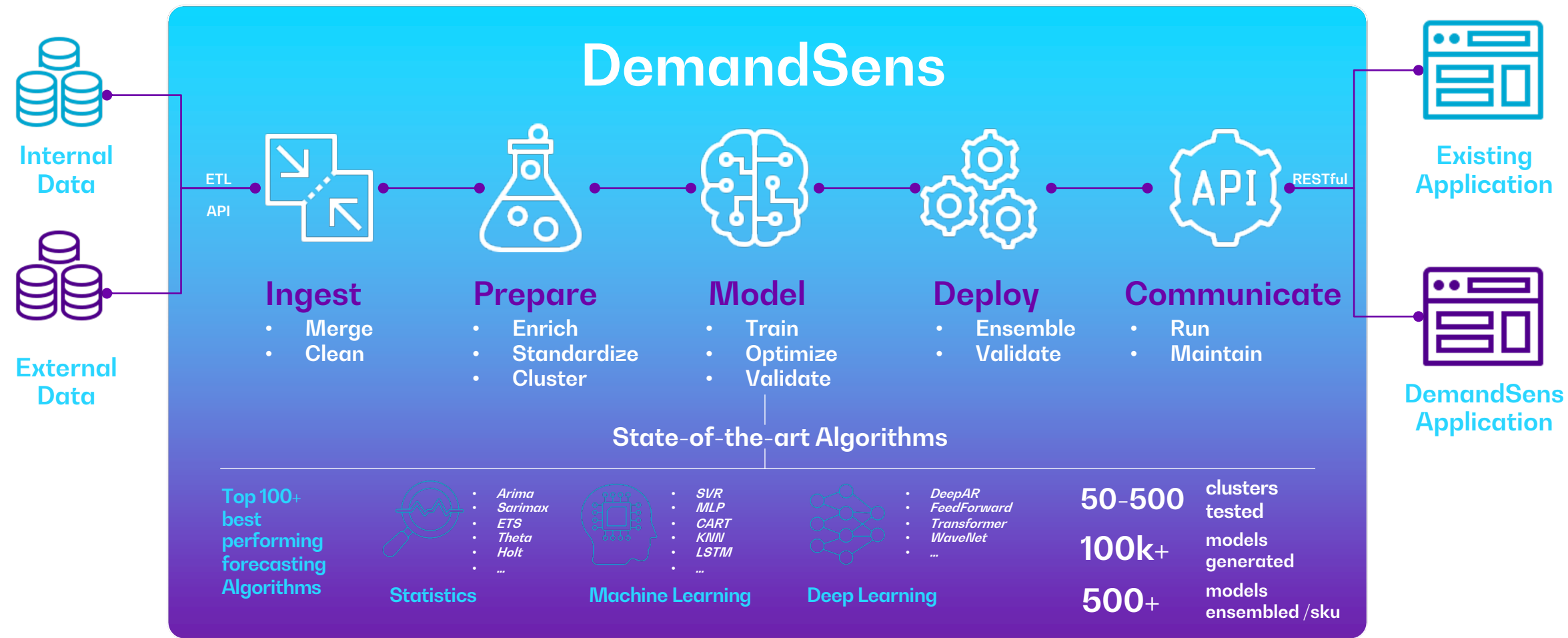
Replenishment Alerting & Forecasting



Compute optimal date & quantity for additional print runs

Forecasting engine securing demand & buffer stock at the right time

A unique fully automated AI-driven forecasting engine



Why moving forward with DemandSens?

Your short term & operational forecasting is challenging and impact your P&L?



Undisputed Accuracy

Unbeaten AI & ML forecasting engine



Incredible Time to Value

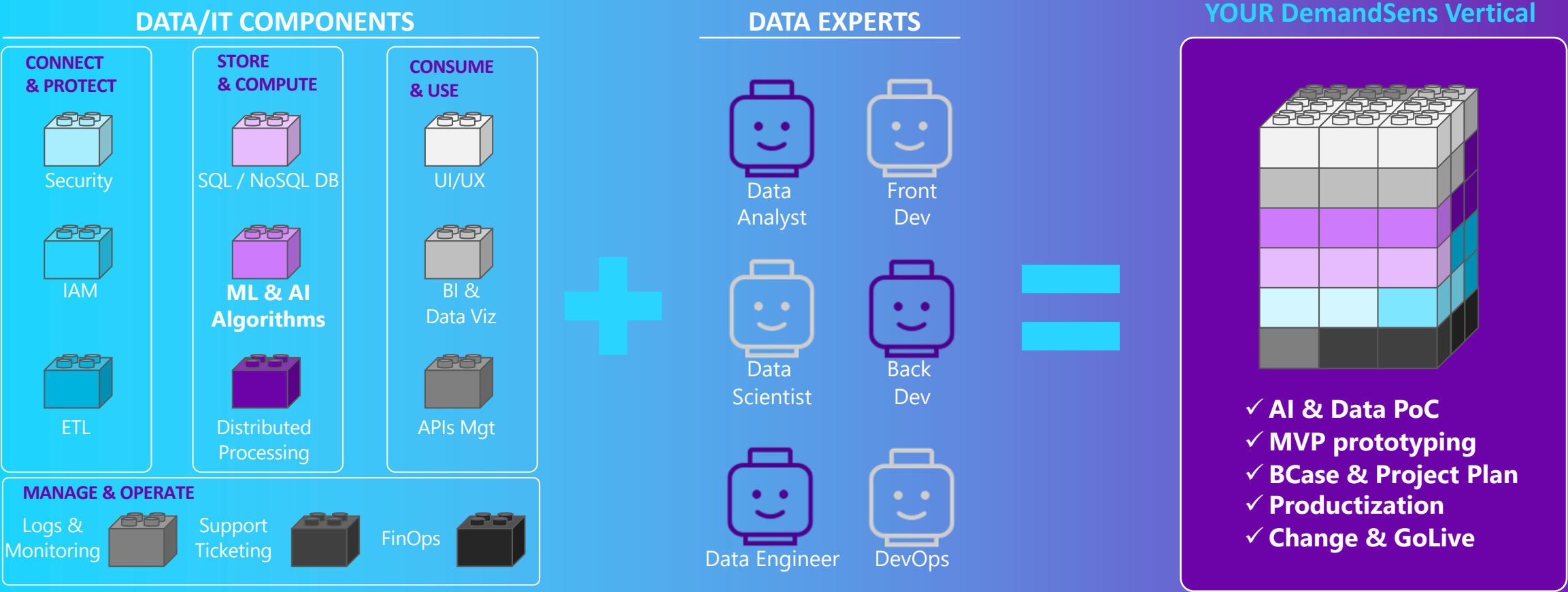
3 to 5 months for production Go-Live



Flexibility & Customization

Fully fitting CX for 100% effectiveness

Leverage our Demand Forecasting Science & Software expertise to co-design & develop innovative assets **in few sprints!**



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Thank You!

Check our
website



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