KNOWLEDGE SPACE

DP

DEMAND AND PROMO PLANNING



KS.IBP ECOSYSTEM

Solutions for Integrated Business Planning

2 ЭКОСИСТЕМА KS.IBP



OBJECTIVES

- Automate the demand forecasting and sales planning processes.
- Increase company profitability by improving forecast accuracy.

TASKS

- Automated baseline generation.
- Configuration of the consensus forecast process.
- Accuracy monitoring across multiple planning levels.
- Scenario analysis and sales plan approval.
- Selection of the optimal supplier of raw materials and components.
- Consideration of demand-impacting factors.

4 ADVANTAGES AND KEY FEATURES

Use of Advanced Technologies

- Full end-to-end decision traceability – evaluate accuracy across factors and planners
- AI/ML-driven forecasting for smarter planning

Easy Solution Integration

- Effortless integration with your existing infrastructure and systems
- Seamless compatibility with KS.IBP products

Scalability and Performance

- Robust scalability with consistently high performance, regardless of data volume
- Support for a large number of users

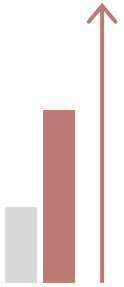
Integration Builder

- Certified specialists with extensive project implementation experience
- Automated data updates, on schedule or in real time

5 IMPLEMENTATION IMPACT

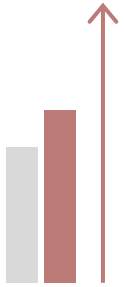
+3–7%

Revenue growth



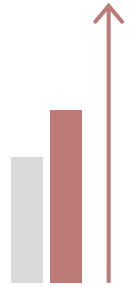
+5–15%

Enhanced forecast accuracy



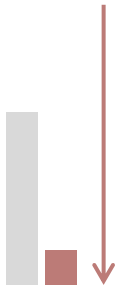
+30–40%

Increased efficiency of planning teams



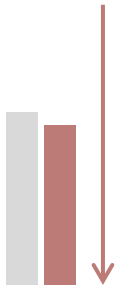
-50–70%

Reduced forecast cycle time



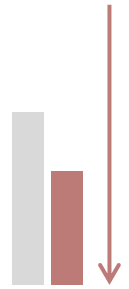
-2–5%

Accelerated capital turnover



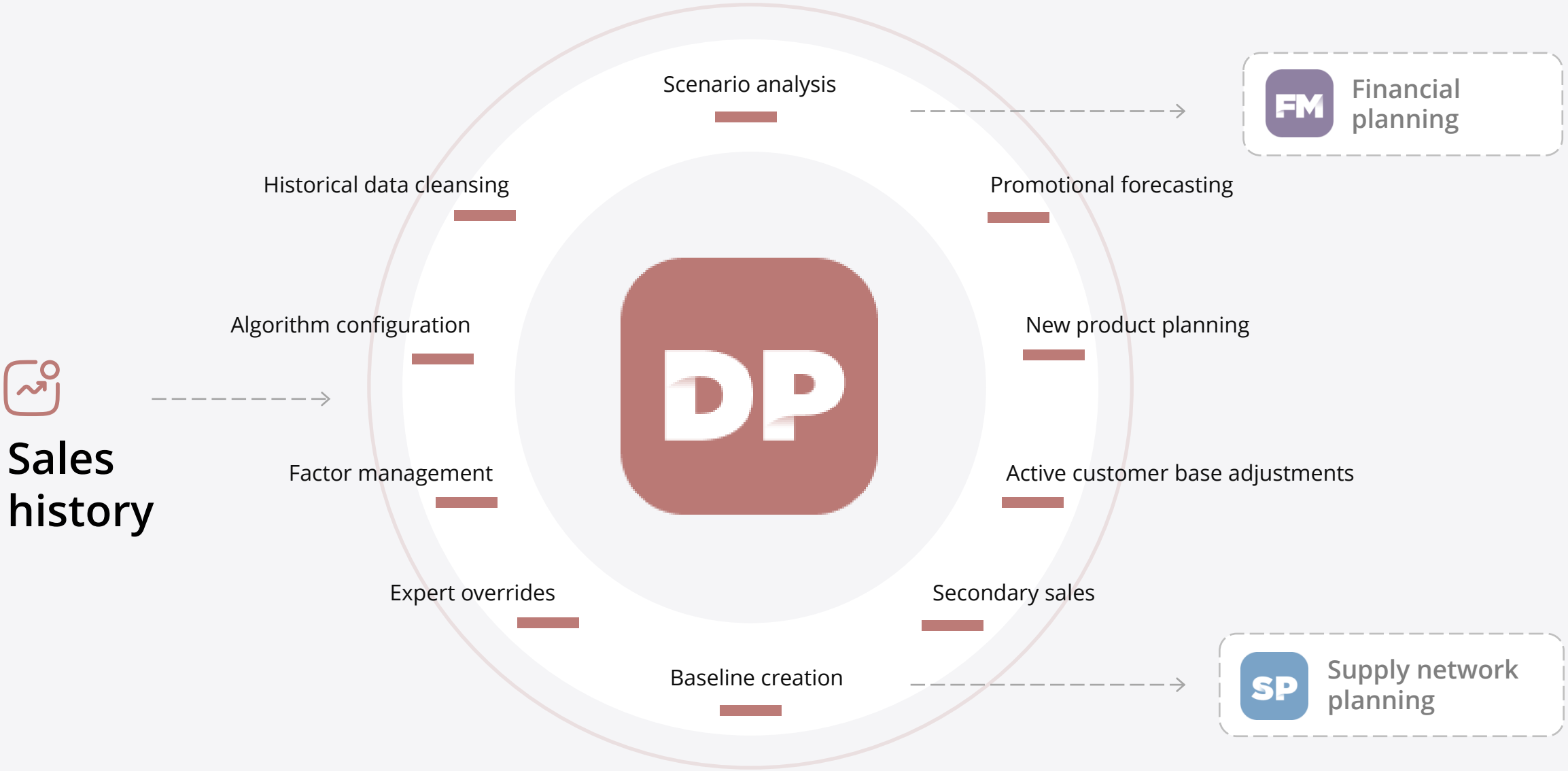
-20–35%

Minimized lost sales

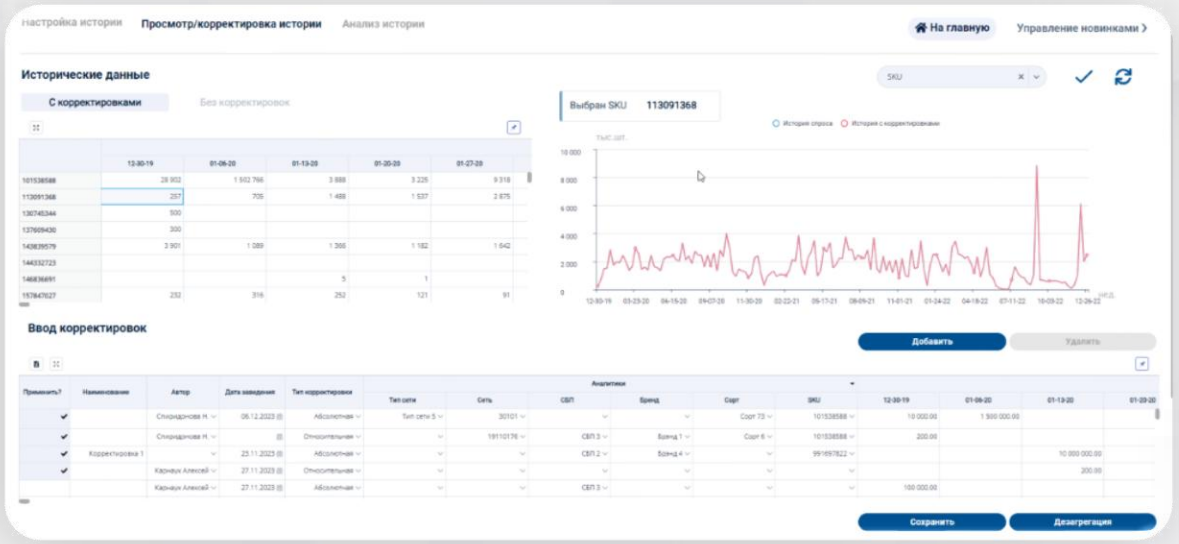


Expected initial outcomes: within 1–2 weeks for operational planning and 3–6 weeks for tactical planning

6 SUPPLY CHAIN PLANNING



7 DEMAND FORECASTING





Historical Data Processing

- Automated handling of historical data: demand reconstruction and outlier smoothing
- Incorporation of past factors (including promotions)
- Time series clustering using ML algorithms

Sales Forecasting

- Statistical and ML-based models
- Flexible configuration of forecasting levels
- Forecast model ensemble

Assortment Planning

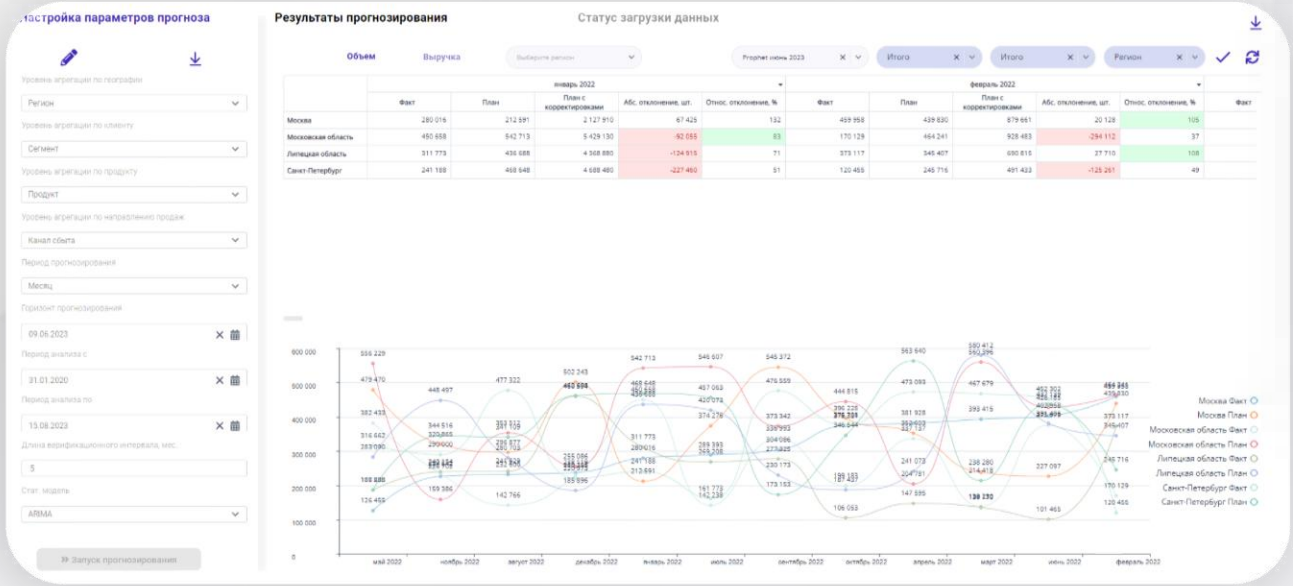
- Lifecycle status management for products
- Forecasting of absolute and relative new items
- Forecast management for discontinued products

Regular Demand Planning

- Configurable planning granularity and horizon
- Manual adjustments and factor management at any aggregation level
- Automated disaggregation tools
- Alerting mechanisms and proactive warning management

PROMO Planning

- Manual setup of promotional activities
- AI/ML-based forecasting of future promo effects
- Impact assessment and evaluation of promo influence on the final sales plan



Planning Based on Secondary Sales

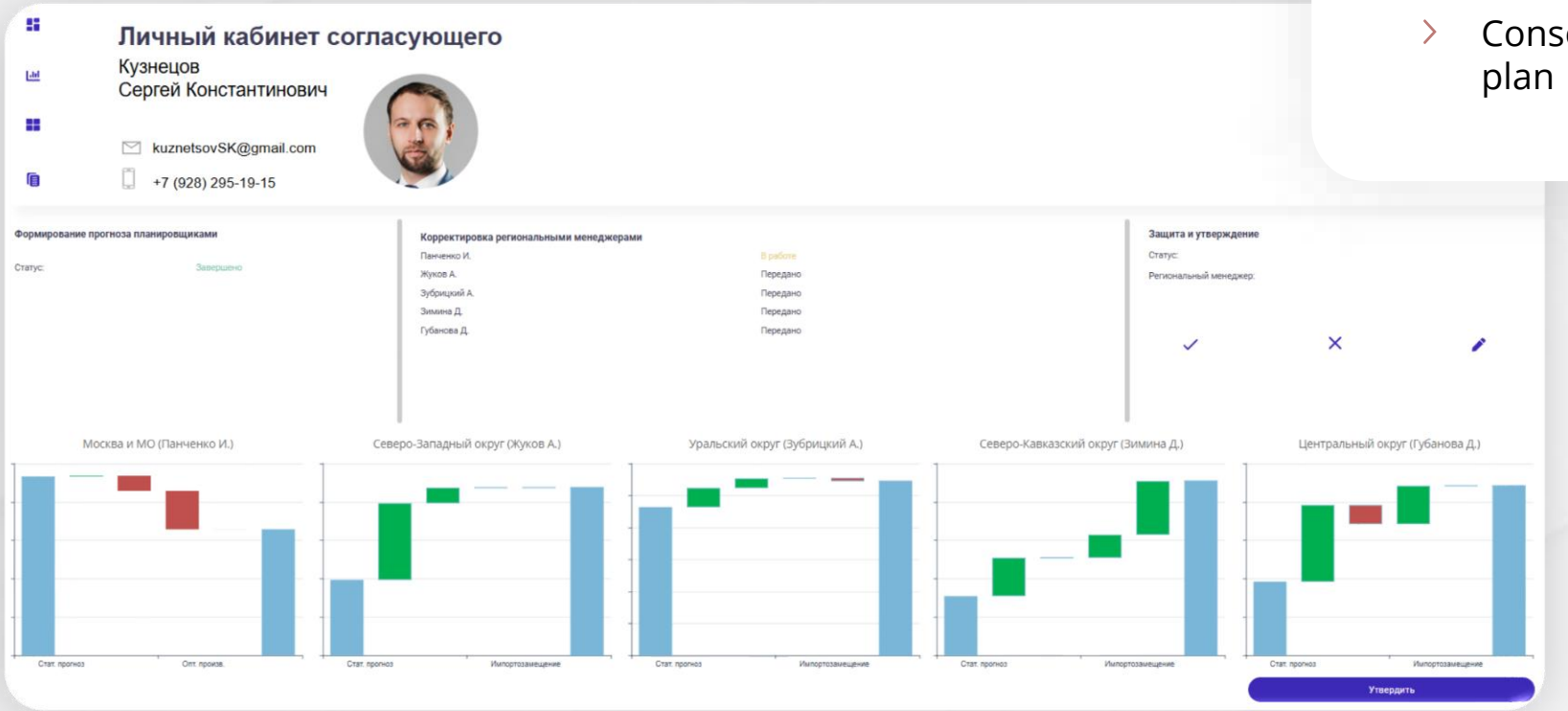
- Forecasting secondary sales
- Distributor inventory analysis
- Conversion of secondary sales into primary sales

Collaborative Planning Tools

- Unlimited number of forecast scenarios
- Configurable business workflow (baseline calculation, adjustments, alignment, approval)
- Built-in comments, chats, tasks, and notifications

Reporting and Alignment

- Scenario analysis powered by built-in BI tools
- Integration with external BI systems and export of planning results
- Accuracy monitoring at every stage of the planning cycle
- Consolidation and approval of the sales plan



Data Processing and Historical Cleansing Algorithms

- Outlier detection and cleansing
- Shortfall restoration
- Processing of historical events and promotions

Classical Forecasting Algorithms

- Simple methods (smoothing, averages)
- Autoregressive models (ARIMA)
- Seasonal/trend models (Holt–Winters)

SKTIME PROPHET

Accuracy Assessment and Automated Algorithm Selection

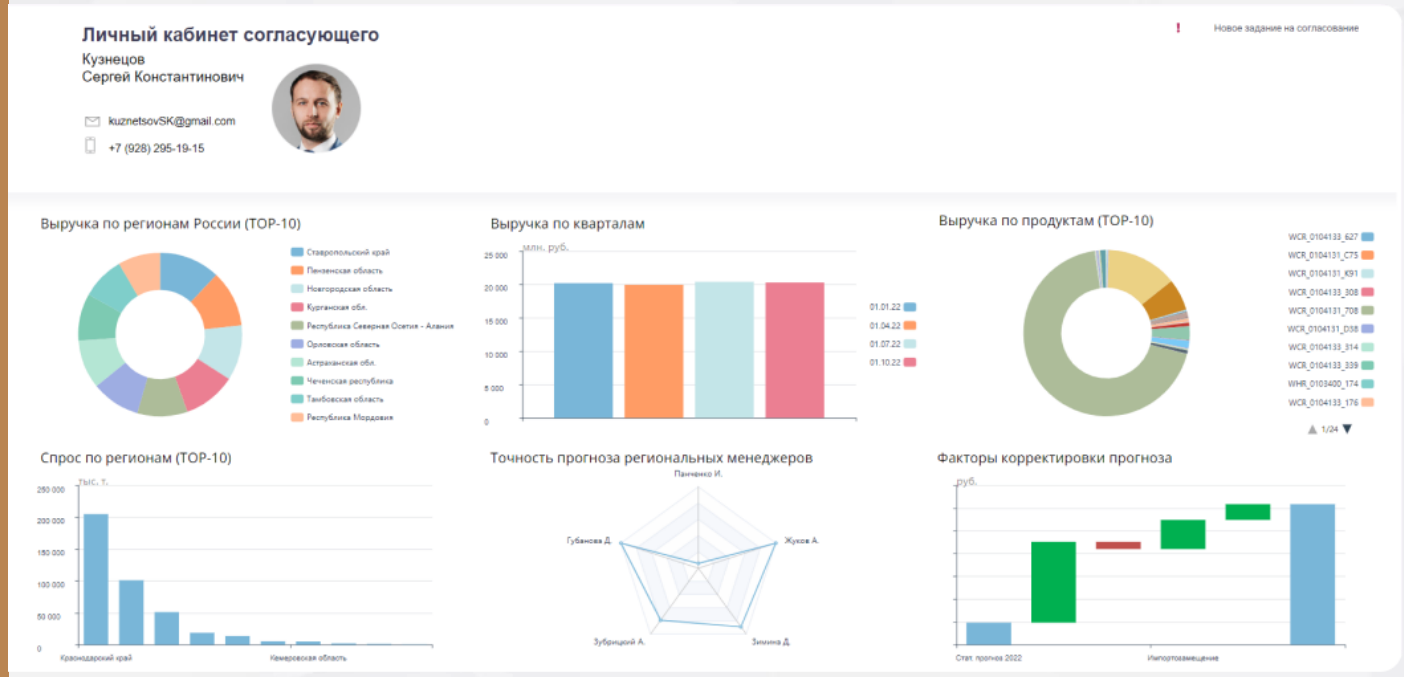
- Methods for evaluating forecast accuracy and automatically selecting the best algorithm
- Automated forecast quality assessment with recommendation of the most suitable algorithm

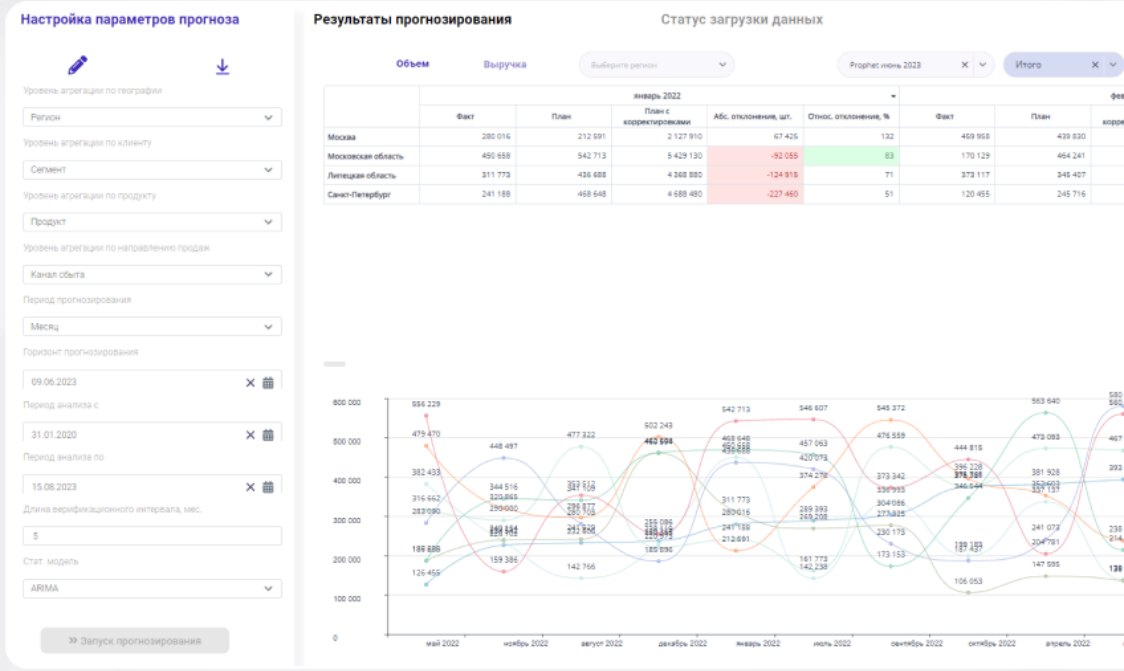
Integration Builder

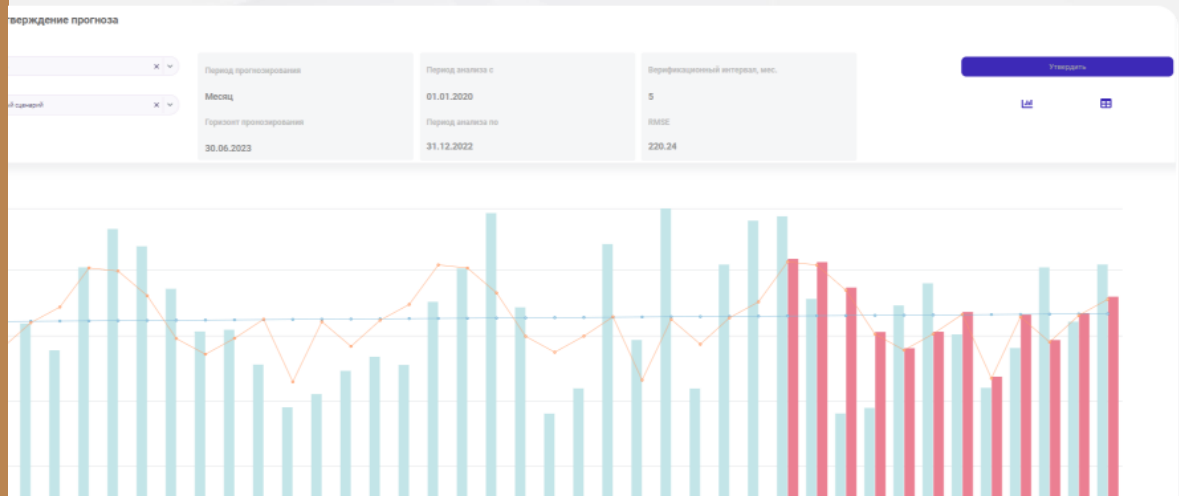
- By user groups
- By product/factory/route groups

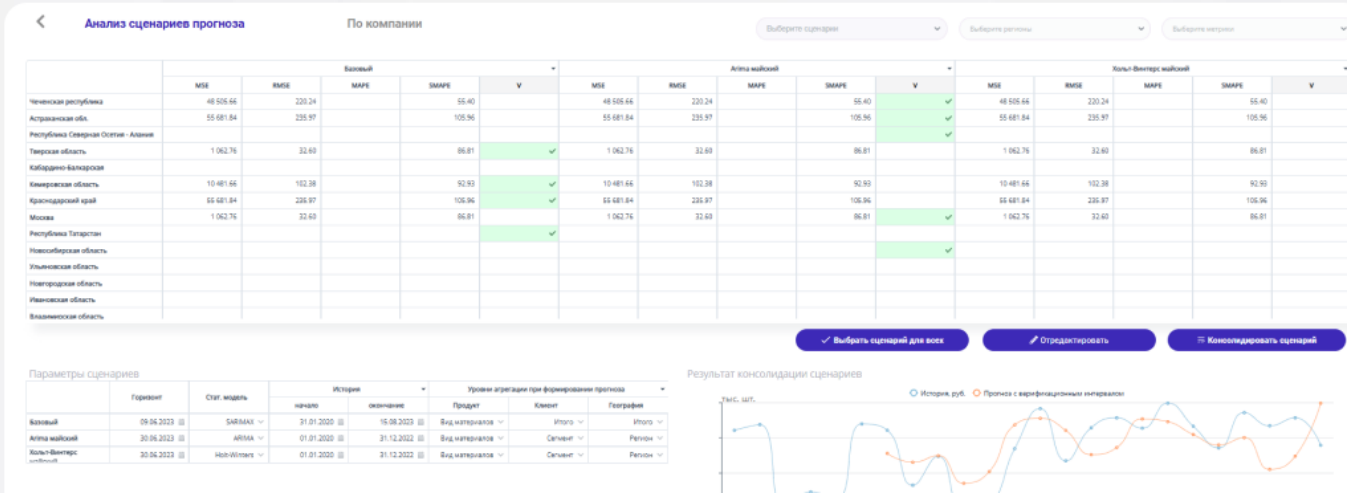
XGBoost CatBoost LightGBM

11 INTERFACE EXAMPLES









Thank you!

If you have any questions,
we'll answer them.



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