

# A VISUAL GUIDE

## to Evolving Your Demand Planning Maturity

The last two years have revealed the competitive advantage of a well-run supply chain. But to truly capitalize on today's more uncertain and complex market, many companies like yours are finding they need to improve their ability to sense, analyze, plan, and shape demand. **Here's how to level up from where you are today to the next level of demand planning—and beyond.**

— Gartner

*72% of companies with a physical supply chain are at Stage 3 or below in their supply chain planning maturity*

### Move beyond foundational demand planning

Foundational demand planning, often performed on spreadsheets, point solutions, or homegrown software, makes it hard to move beyond basic demand modeling and forecasting or collaborate with all key stakeholders.

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Here are the top capabilities to look for when looking to level up:

- Modeling your base demand, so you can forecast with greater accuracy
- Improving the forecastability of your data, which starts with understanding how you should forecast by product based on the value
- Beginning to use statistical techniques, such as understanding how different models and statistical results can improve your forecast

— RSR

*52% of retailers call keeping forecasts in sync with changing demand a top three challenge for their companies*

**Check out Five Tips for Forecasting Uncertain Demand to learn more**

### Level up to consensus-based planning

With solid demand planning in place, you're ready to move on to more collaborative, consensus-based demand planning.

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Our work with hundreds of companies like yours reveals that these are the most essential capabilities you'll need:

- Enhancing demand sensing capabilities to better understand likelihoods, costs, consumer behavior, and relative risk
- Incorporating key events such as promotions and new product introductions into demand forecasting and planning activities
- Increasing power and automation, such as applying AI/machine learning and beginning to create predictive and even prescriptive forecasts and using what-if scenarios and probabilistic planning

— RSR

*77% of "winners" vs. 51% of "others" call the ability to produce highly accurate and granular forecasts important to their future success*

### Accelerate demand planning for competitive advantage

Continuing to evolve demand planning maturity is essential to keep up with an evolving market. Accelerating demand planning is all about network orchestration.

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Common focus areas for demand planning acceleration include:

- Deriving greater value from data, including taking in more diverse demand sensing signals, uncovering deeper insights into demand drivers, and synchronizing planning activities end to end
- Automating forecasts with AI/ML. This enables powerful new capabilities such as optimization or identifying root causes, creating more granular and long-term forecasts, and considering new risk and environmental factors. AI/ML also generates predictive and prescriptive actions
- Shaping demand, such as modeling operational and financial implications to maximize profitability, reduces risk and boosts customer service. Other key capabilities include attribute-based forecasting
- Extending collaboration by linking planning activities to the extended supply chain network

— Gartner

*"Decision making in the supply chain will progressively move from a 'form of art' – where decisions are based on gut feeling and experience – to a fact-based capability enhanced by artificial intelligence"*

**Read "The Practical Role of Machine Learning and Artificial Intelligence in Supply Chain" for a deeper dive.**

#### Moving Seamlessly Up the Maturity Curve

Using a cloud-based, single data model solution like our Atlas Planning Platform to unify your planning activities is key to aligning supply and demand and achieving your financial goals at every step.

At John Galt Solutions, we partner with you across your entire journey, enabling you to start, evolve, and accelerate your demand planning maturity without missing a beat.

[click here to learn more](#)

[www.johngalt.com](http://www.johngalt.com)

JOHN GALT

**Why John Galt?** John Galt Solutions has built its business around being this sort of partner. We do this via our Atlas Planning Platform, an AI-driven SaaS solution that connects and orchestrates your entire supply chain so you are always in synch.

**Take a closer look at how John Galt Solutions does things differently.**

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