



Intelligent forecasting means *integrated* forecasting

Fully integrated data and predictive models unlock valuable, trusted insights

Advanced, intelligent forecasting is a powerful capability that enables data-driven decisions to better manage the complex operations of an enterprise.

But unlocking that capability—and the increased **accuracy, speed, and value** that intelligent forecasting can deliver—means integrating advanced **forecasting techniques** across all business operations and working from a **unified data foundation**.

The challenge

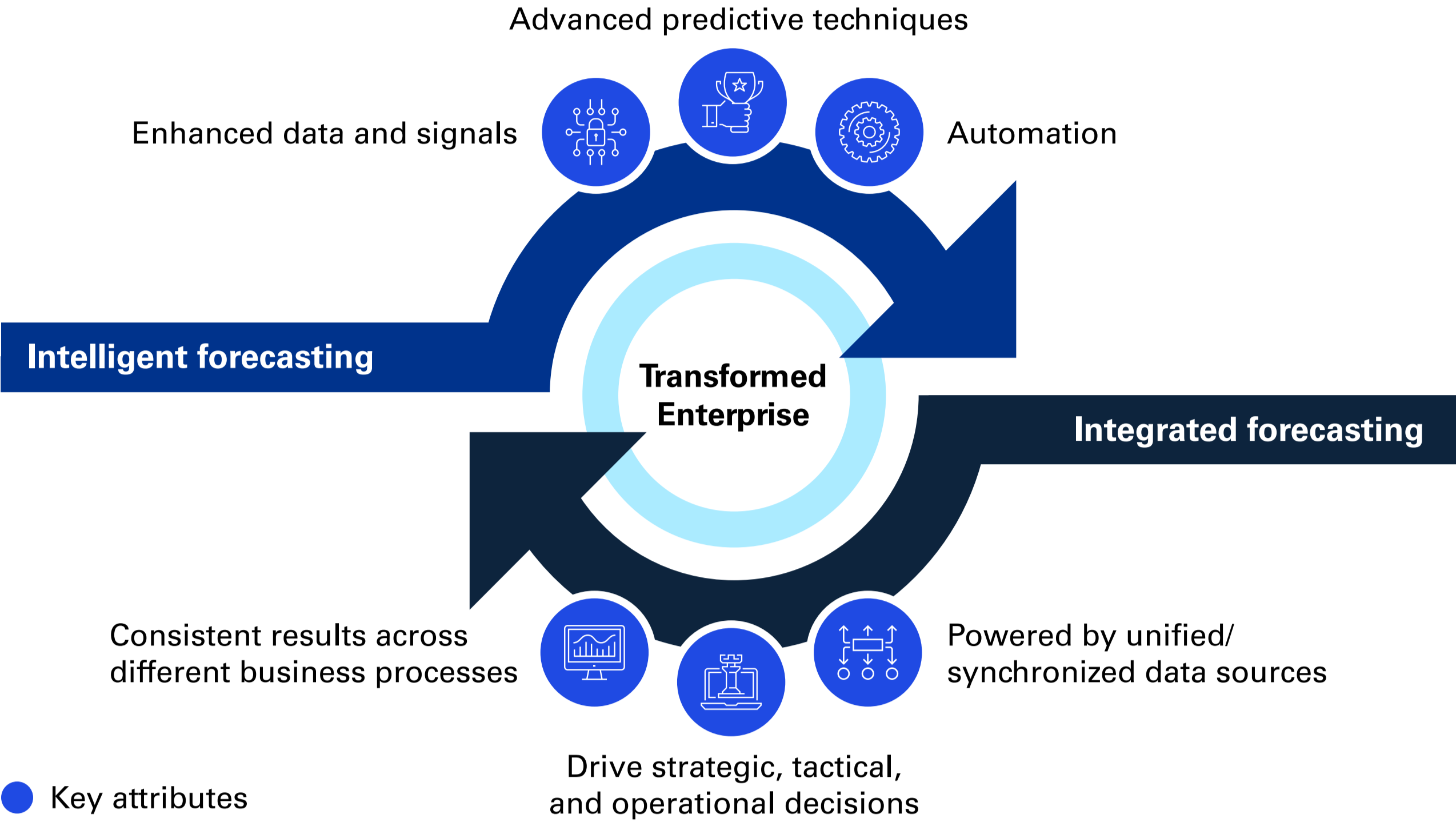
Forecasts use disparate data sources, analytical models, and business rules, requiring time-consuming reconciliations across business units and producing insights that are disconnected—and less trusted—across the three core forecast needs: strategic, tactical, and operational.

The opportunity

Working from unified data and advanced predictive models that are consistently connected can deliver powerful insights and fully integrated intelligent forecasts that continue to “learn” and further enhance their value.

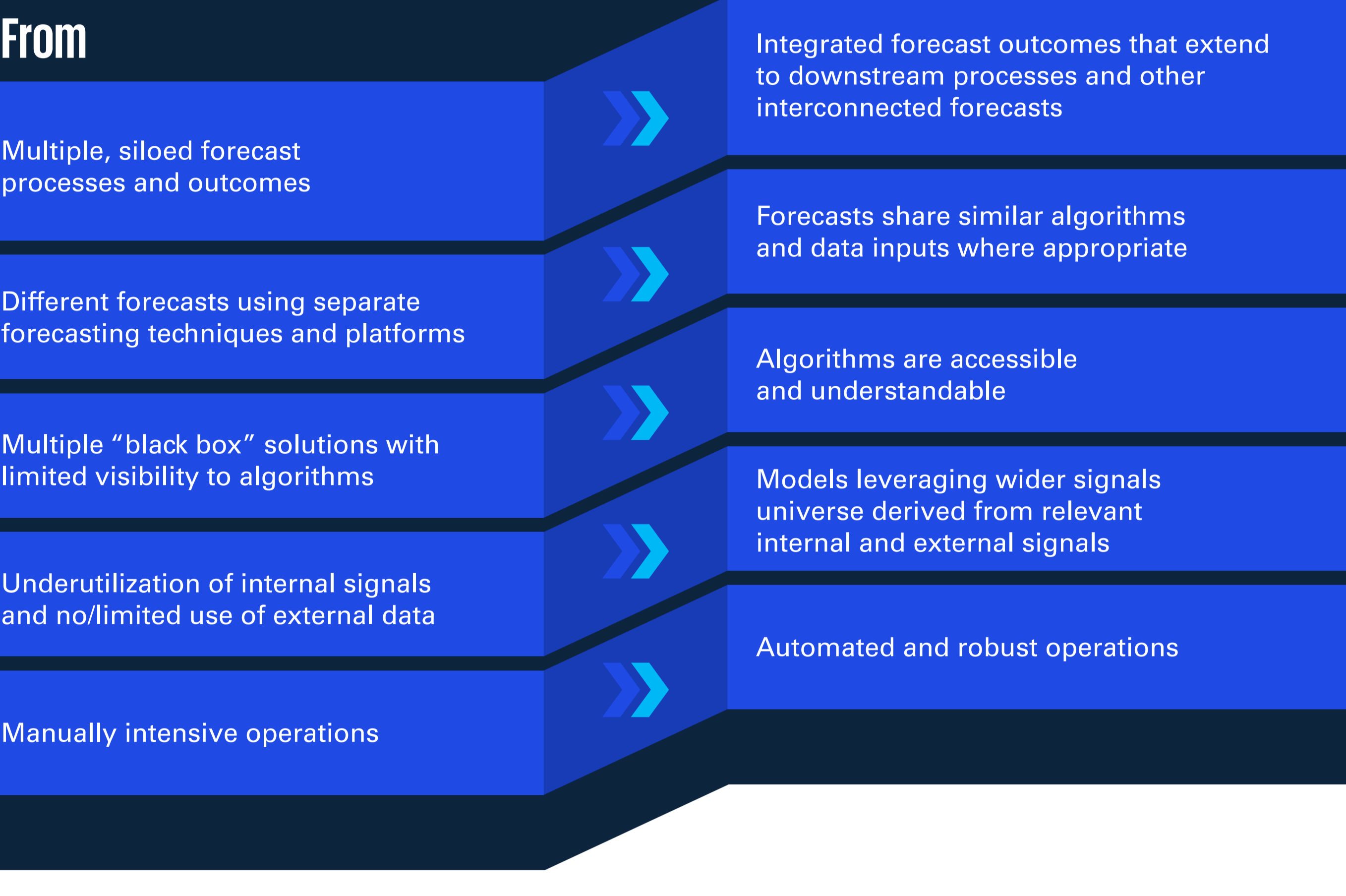


Integrated intelligent forecasting—The synergy



The journey

Successful execution of integrated intelligent forecasting will steadily transform your planning process:



Integrated forecasting framework

Here’s a high-level example of how integrated forecasting can deliver a wide range of insights across different business functions. In this case, connected forecasts range all the way from strategic investment modeling to fulfillment reporting for operations.

Strategic	Tactical	Operational
Finance <ul style="list-style-type: none"> 12-month sales & margin forecasting 	<ul style="list-style-type: none"> Periodic sales by BU 	<ul style="list-style-type: none"> Cash forecasting
Sales <ul style="list-style-type: none"> Pricing strategy Volume 	<ul style="list-style-type: none"> Customer/geography plans 	<ul style="list-style-type: none"> Weekly orders forecasting
Supply chain <ul style="list-style-type: none"> Inventory optimization 	<ul style="list-style-type: none"> Production planning 	<ul style="list-style-type: none"> Line production Fulfillment
Internal Data	Data Foundation	External Data

Bringing possibility to reality:

Intelligent forecasting solutions that we’ve delivered across industries

Consumer and Retail Corporate earnings and margin: Machine learning-based modeling approaches that improved forecast accuracy by over 40% Consolidated revenue, COGS, margin: Integrated intelligent forecasting solution comprised of multiple areas (sales, COGS, raw materials, demand volume) Store-level sales by product: Daily forecasting engine to improve daily product-level store-level sales forecasts.	
Technology, Media, and Telecom Customer Churn: Advanced selection algorithms to identify drivers of churn from over 30,000 internal and external signals. Product category demand: Augmentation of existing modeling solution to improve accuracy from current 70%–80% to ~99%. Project cost forecasting: Development of machine learning techniques with new cross-cost-component models to improve forecast accuracy by more than 50%.	
Financial services Cash flow: Automated machine learning pipeline to improve short to medium cash-flow forecasts for customer base. Credit card transactions and fee revenue: Machine learning solution leveraging multiple signals and external signals that resulted in sustained monthly accuracy of over 98% over a 12-month period. Payment transactions volume and revenue: Automated suite of models to more accurately forecast transaction volume and revenue across 200 countries.	

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