

Demand Chain AI

 DemandChainAI.com

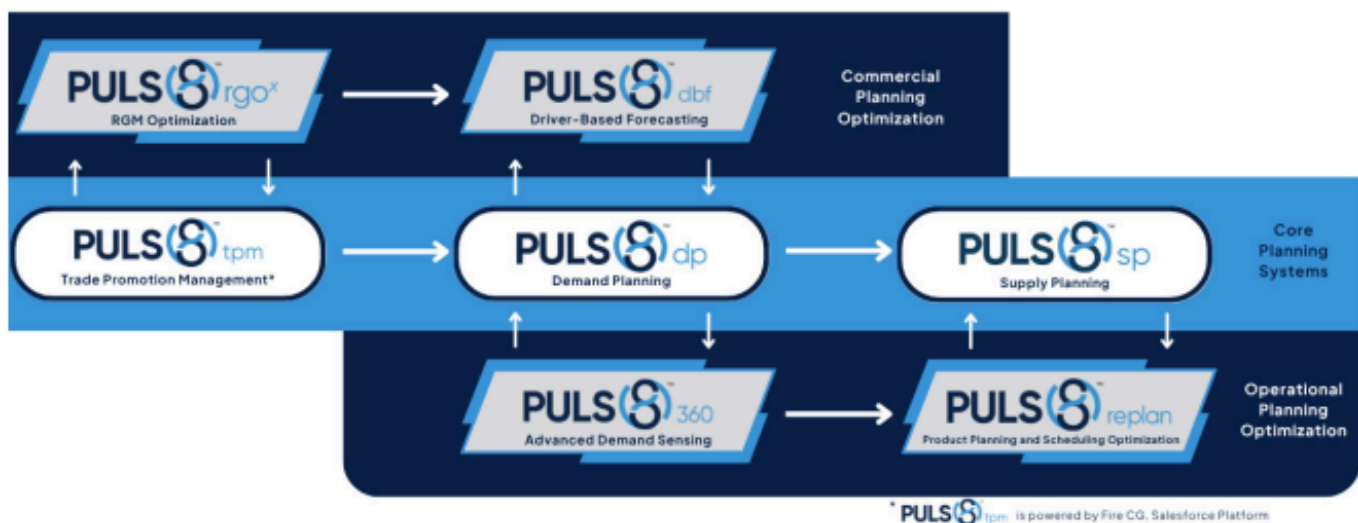


Vendor Profile: Demand Chain AI specializes in supply chain planning and forecasting for the Consumer Packaged Goods sector, with a strong focus on Food & Beverage. Backed by over 1,500 years of collective industry experience, the firm offers a full spectrum of services and solutions that span from strategic advisory and advanced analytical services to hands-on managed services to intelligent enterprise planning solutions.

Their proprietary Puls8 Intelligent Planning Solutions deliver end-to-end, data-driven capabilities that support seamless execution and informed decision-making. By pairing deep domain expertise with advanced technology, Demand Chain AI can help organizations unify data and improve execution across demand forecasting, supply chain planning, production scheduling, and trade promotion management.

Enterprise Planning Solution Offerings: TPMx, Advanced Analytics, including What-if Promotion Scenarios/ROI.

PULS8[™] Intelligent Planning Solutions



SOX Certifications: The solution leverages the Salesforce framework, which is capable of being SOX compliant.

Major Industries/Product Sub-Segments Not Covered: Currently, Food and Beverage are the only sub-segments covered.

Data Management: Demand Chain AI offers consulting services, including data cleansing, maintenance, and support, to accelerate the path to advanced analytics and systems.

Digital Content Management: NA,

Analytics Modeling: (These are the types of models utilized in your platform(s). Demand Chain AI utilizes proprietary modeling techniques, including log-log econometric regression models, random forests, and neural networks.

Generative AI/Chatbot Assistant/Agentic AI: NA.

Baseline Creation: Demand Chain AI's preferred method is to import a baseline from demand planning. To manually create a baseline, previous year sales can be used as a starting point. The volume for the promoted periods is replaced by the average volume for the two weeks preceding and following the promotion. The remaining unpromoted volumes are averaged using a four-week moving average calculation. The volume for new SKUs is either imported from brand marketing or demand planning, or a similar/proxy product/item/SKU is designated. That product's volume is copied into the baseline. The baseline can then be reduced at the PPG level, and the fair share for all SKUs under the PPG can be adjusted to account for PPG cannibalization.

Enterprise Planning Capabilities: **(TPMx, Advanced Analytics, Including What-if Scenarios/ROI/RGM)**

Geographic Presence: North America (100%), Europe (0%), Asia-Pacific/Africa (0%).

Total Consumer Goods Users (Seats): TPMx: 10-50.

Tiers Represented: Tier 1 (50%), Tier 2 (50%), Tier 3 (0%).

Headquarter Capabilities: Reporting is available at a headquarters level within the solution.

Marketing: Marketing events can be planned as promotions for visibility in planning.

Trade Promotion Management (TPMx): Demand Chain AI's Salesforce-native platform delivers robust functionality across all critical areas of trade promotion. It combines intelligent forecasting, planning, execution, and real-time ROI analysis with advanced capabilities in analytics, AI, and user-centric design. There is no restriction on customer hierarchies, which allows for robust reporting. TPM capabilities are simple to use, straightforward, and meet the critical requirements manufacturers need. They can manage price tiers and deal caps on either sell-in or sell-out volume. The tactics are robust, offering options such as BOGO, multiples, or free goods. Display planning is possible with the BOM dispersion down the product hierarchy. There are standard reports and dashboards linked to reports that planners can use to analyze sales and promotional data. Deep industry expertise has driven the development of an effective planning mechanism for distributors and wholesalers. The system allows three levels of promotion planning, which enables the following scenario: Funds and Programs are planned at the Grandparent level, promotions (volumes, spends, accruals, and GL postings) are planned at the Parent level, and claims (actualization) are submitted and matched at the Child level. Deduction and claims management have an automated element, and the system can allow claims to be split.

TPMx User Experience (UX): The look and feel of Demand Chain AI's TPM solution is simple, stepwise, and easy to navigate. It was designed to be user-friendly and logical, which aids in user adoption. The Gaant calendar functionality for visualizing the promotion calendar is user-friendly and functional. The system architecture eliminates the need for middleware, optimizing processing speed.

Advanced Analytics Capabilities: Advanced analytics provides complete transparency into forecasts and embedded scorecards for accurate tracking. Real-time promotion scenario simulations support trade spend optimization. AI-driven insights empower users to drive revenue growth and improve forecast reliability. A suite of available dashboards is linked to the reporting layer. Demand Chain AI configures all dashboards and reports with the client during the design phase, utilizing their practitioners' best practices and experience. Each robust dashboard includes a link at the bottom of the applet that users can use to explore the details and data in greater depth.

Revenue Growth Management: N/A, RGM capabilities are on the roadmap.

Advanced Analytics User Experience (UX): The user experience for advanced analytics is straightforward and logical. Additionally, Salesforce CRM Analytics is not required for reporting; however, it can be used for enhanced visualization capabilities and regression analysis.

Global Deployment Enablement: The Salesforce platform offers multi-language auto-translation capabilities, multi-currency conversion capabilities, and a system that enables configuration at the county/market level, allowing any market or account within a market to have its own business rules and logic – all within a single instance. Demand Chain AI takes pride in its ability to deploy quickly across multiple markets and regions.

Integrated Business Planning (IBP): Demand Chain AI can receive forecasted baselines or total volume forecasts from the IBP process and then predict promotional volumes based on this data. The system offers data utilization flexibility, allowing users to either pass the promo volumes back to IBP or pass the promo conditions to IBP, enabling Demand Planning to forecast the promotion volumes. This data is then passed back to the TPM system. They can also provide promo volume and spend alerts to the IBP team.

Foodservice: Although Demand Chain AI is not designed explicitly for managing Foodservice, standard capabilities are available to plan within the solution.

Configuration/Customization: Demand Chain AI can provide enhancement configuration requests within a week, and it's possible to deploy these changes to a single client.

Technology Architecture/Delivery Options: Demand Chain AI operates end-to-end on a robust Fire architecture, eliminating the need for middleware. It's a multi-tenant cloud platform featuring configurable data models to support diverse business requirements. AI and machine learning are embedded across core functions, including forecasting, demand sensing, optimization, and prescriptive recommendations. There is no limitation on the number of years held in the system, but most clients have 2 years of historical data and the current year. This enables continuous intelligence. The platform is delivered via SaaS with Salesforce Lightning integration, ensuring accessibility and scalability.

Service Partners: HGS.

Technology Partners: Salesforce.com, Ampity, AWS, Vervint, Planufacture.

Strengths & Differentiators: Demand Chain AI's approach to delivery is through their practitioner-led service, rooted in real-world operational expertise. Its unified Puls8 platform bridges strategy and execution, enabling coordination across the entire demand chain. The Salesforce-native Trade Promotion Management (TPM) system is highly configurable, quick to deploy, and purpose-built for the unique needs of CPG companies. AI integration powers demand shaping, promotion planning, and execution. The offering combines strategic advisory with hands-on execution and flexible managed services that can drive immediate impact and long-term value.

Opportunities: The depth of expertise within the Demand Chain AI team is promising. The opportunity for Demand Chain AI is time – only time is needed for this experienced team to develop all of the robust capabilities they want to bring to market. The team understands the industry's needs and is working to deliver them. In 2.5 years, they have delivered a substantial TPMx offering, and in their next phase, they will begin developing an RGM suite.

Vendor Trends and Outlook: Although Demand Chain AI is relatively new to the market, it brings a passion and zeal for meeting the needs of manufacturers today. Their expertise and provision of capabilities that cater to the needs of manufacturers to manage demand are unique and will provide value to their clients. They also offer managed services, which can provide a quick route to value for clients. They also have a strong roadmap that

includes RGM capabilities.

Adjacent Offerings: Demand Planning, Supply Planning, Consulting, Managed Services.

Evaluate Demand Chain AI Enterprise Planning When: You are seeking a connected solution for forecasting, planning, trade management, and execution. With Demand Chain AI's managed services, manufacturers can access practitioner-level support to augment their internal teams across the entire demand chain.

POI's 2025 Best-in-Class Category Distinctions: TPMx for Tier 2 & 3 Organizations &/or Tier 1 International Geos.