

Driver Based Forecasting

Forecast with Clarity. Act with Confidence.

Puls8 DBF elevates forecasting precision by combining AI-powered analytics with a driver-based approach to demand planning. It replaces traditional models and manual Excel workflows with dynamic, multi-level forecasting that pinpoints key demand drivers across internal and external inputs. With significant reductions in forecast error and seamless integration into IBP/S&OP processes, Puls8 DBF empowers businesses to make faster, more confident decisions with a clear line of sight from macro trends to SKU-level detail.

FORECAST ACCURACY & DEMAND INTELLIGENCE

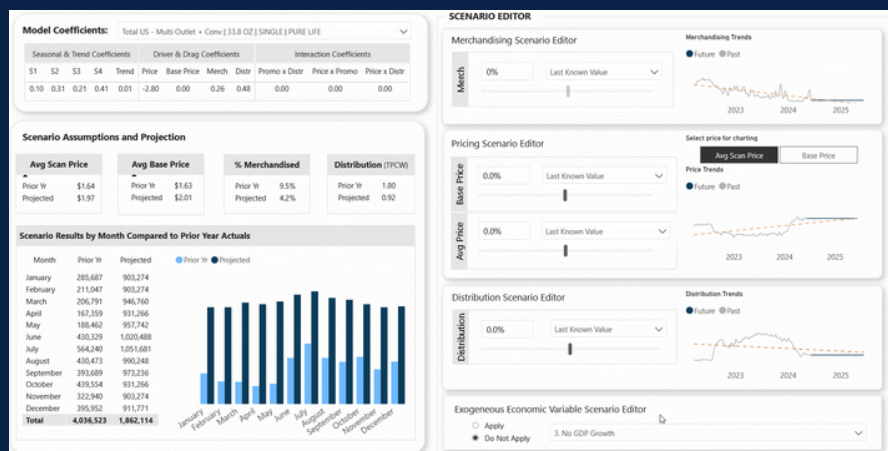
- Reduces forecast error (MAPE) by 30–40% over traditional methods
- Translates external signals (weather, macro trends, pricing, consumer data) into precise forecasts
- Detects outliers and identifies true demand patterns across hierarchies
- Provides both micro-to-macro and macro-to-micro forecast reconciliation and shift planning

STRATEGIC PLANNING & SCENARIO AGILITY

- Enables simulation of multiple demand scenarios to support IBP/S&O
- Supports forecast stability while responding to shifts in market conditions
- Highlights key demand drivers to focus planners on what matters most
- Extends forecasting horizons to enhance capacity and inventory planning

CONNECTED, CONFIGURABLE, AND SCALABLE

- Cloud-based platform with a configurable data model tailored to your business
- Seamlessly integrates with master data, shipment history, route constraints, and calendars
- Automates forecast blending across levels and timeframes
- Scales with your business—from product to region to global view



Benefits:

Puls8 DBF delivers intelligent, assumption-driven forecasting that connects strategic planning to real-world demand. With AI-powered insights, transparent drivers, and flexible scenario planning, DBF moves companies beyond static, error-prone forecasts. It enables teams to understand why demand is changing—not just what’s changing—and to align quickly across Sales, Marketing, Finance, and Supply Chain. Designed for fast deployment and seamless integration with existing systems, Puls8 DBF empowers you to build more accurate plans, faster—and with full confidence in the data behind them.

Category	Old Way	New Way with Puls8 DBF
Forecast Accuracy	Reliance on historical trends and manual overrides.	Driver-based modeling reduces MAPE by 30–40%, improving forecast quality and reliability.
Driver Visibility	Forecasts lack transparency—no insight into what’s influencing demand.	Layered forecasts show impact of promotions, pricing, distribution, and macro trends.
Scenario Planning	Cumbersome, static models not built for “what-if” analysis.	Instantly simulate scenarios, compare outcomes, and adjust plans dynamically.
Assumption Management	Assumptions are unclear, untracked, or embedded in spreadsheets.	Clearly defined, traceable assumptions support better cross-functional collaboration.
Integration & Data	Fragmented data across functions, hard to align with systems.	Connect seamlessly with ERP, POS, syndicated data, and demand planning tools.
Cross-Team Alignment	Disconnect between Sales, Marketing, and Operations.	Shared visibility and goals across departments through transparent planning inputs.
Time to Insight	Weeks to diagnose errors or changes.	Minutes to detect, understand, and act on changes in demand or inputs.
Time to Implement	6–12 months	4–8 weeks
Total Cost of Ownership	\$\$\$\$\$\$	\$\$

Implementation & Support Approach :

Our structured implementation process is led by highly experienced practitioners who bring deep industry knowledge and best practices to every project. We follow a hybrid agile process that begins with the definition of the complete requirement and then flows into an agile implementation. This ensures a smooth, efficient deployment tailored to your unique needs:

- **Project Management**
- **Business Discovery**
- **Data analysis, preparation, validation, transformation**
- **Process design and change management**
- **Configure and test Puls8 Module**
- **Training and UAT**
- **Go Live (validation, parallel operation)**
- **Hypercare**

Our multi-tiered support model ensures fast, effective issue resolution and ongoing value, with clearly defined roles for a seamless support experience.

Level 1: Client SME

INITIAL TRIAGE OF ISSUES FROM INTERNAL PULS8 USERS; ESCALATES AS NEEDED.

Level 2: MSP Support

DIAGNOSES TECHNICAL, CONNECTIVITY, OR ENVIRONMENT ISSUES; OWNS ESCALATION AND RESOLUTION.

Level 3: Demand Chain Ai Support

HANDLES DATA INTEGRATION, FUNCTIONAL QUESTIONS, AND TICKET CLASSIFICATION (SUPPORT VS. ENHANCEMENT).

Level 4: Product Management

FINAL ESCALATION; REVIEWS COMPLEX ISSUES AND MANAGES UPDATES VIA CHANGE CONTROL.

WHY CHOOSE PULS8 DBF?

Driver-based forecasting that delivers trust, transparency, and better results!

Smart Technology

- AI-powered engine identifies key demand drivers and quantifies their impact
- Automatically detects outliers and adjusts forecasts accordingly
- Scenario planning with dynamic driver overrides and lift coefficients
- Transparent, layered forecasting—clearly shows what's driving the numbers
- Seamless integration with ERP, POS, syndicated data, and existing planning tools

Proven Results

- Reduces forecast error (MAPE) by 30–40% compared to traditional models
- Improves alignment across Sales, Marketing, Finance, and Supply Chain
- Replaces black-box models with explainable forecasts based on real assumptions
- Drives better promotional planning, budgeting, and resource allocation
- Increases credibility and trust in the planning process across departments

Scalable & Sustainable

- Supports multi-level planning (brand to SKU, region to store)
- Flexible aggregation/disaggregation with override and lock controls
- Enables middle-out planning and assumption-driven collaboration
- Ideal for IBP and S&OP use cases with long-range and short-term forecasting
- Built to evolve with your business—new products, new markets, and innovation

Puls8 DBF stands apart from traditional demand forecasting solutions by replacing opaque, black-box models with transparent, assumption-driven forecasting that reveals why demand is changing—not just what's changing. While many tools rely solely on historical time-series methods, Puls8 DBF uses AI to identify and quantify the actual drivers of demand—such as promotions, pricing, distribution, and macroeconomic factors—creating a layered, explainable forecast. Unlike legacy platforms that require heavy IT support and months to deploy, Puls8 DBF is fast to implement, easy to scale, and designed to plug into existing systems, making it both pragmatic and powerful for real-world planning.

A North American beverage company improved forecast accuracy by 20–30%, enhancing short-term demand forecasting and promotional execution. By establishing a reliable consumption baseline, they strengthened trade promotion management, optimized supply chain operations, and refined their master production schedule through a scalable framework built for continuous improvement and long-term agility.

Demand Chain AI brings deep expertise in Consumer Packaged Goods, particularly Food & Beverage, with over 1,500 years of combined experience. We deliver practical solutions in supply chain planning and forecasting.

Puls8 Intelligent Planning Solutions provide end-to-end, data-driven technology, enabling seamless operations, precision forecasting, and smarter decision-making.

By combining industry expertise with innovative solutions, we help businesses drive efficiency, improve agility, and achieve sustainable growth in a dynamic marketplace.

