

Have Full Confidence in Demand Forecasting Across Your Supply Chain

In the complex and rapidly evolving landscape of manufacturing, demand forecasting stands as a critical yet challenging endeavor. Manufacturers must predict future product demand with precision to optimize production schedules, manage inventory levels effectively, and ensure timely delivery to customers. But with **70% of manufacturers** still managing their data manually, this task can be daunting, often leading to significant operational inefficiencies and increased costs.

Data necessary for proper demand forecasting often resides in disparate systems, with crucial information spread across enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management (SCM) platforms, and more. **Forty-four percent** of manufacturers have reported a doubling of the amount of data they need to collect compared to two years ago, while **only 25%** have high confidence that the right data is being collected. As a result, manufacturers find themselves making decisions based on incomplete or outdated information, which can lead to overproduction, inventory surpluses, or, conversely, stockouts and missed sales opportunities.

Furthermore, the quality and timeliness of data play a significant role in effective demand forecasting. With rapidly changing market conditions and consumer preferences, having access to real-time, accurate data is paramount to predict these changes. However, without advanced tools to manage data lineage and ensure data integrity, manufacturers may struggle to trust the data at their disposal.

This uncertainty can delay decision-making processes, reduce the agility to stay ahead of market shifts, and ultimately impact the bottom line. Manufacturers need robust mechanisms to ensure that the data driving their forecasting models is both current and precisely aligned with operational realities. Without such capabilities, the risk of making poorly informed decisions increases, potentially leading to operational inefficiencies, missed market share, and lost competitive advantage.

Implementing a Centralized Metadata Management System

Adopting a centralized data management system focuses on integrating metadata from diverse data sources, which could be spread across the organization, into a single, searchable platform. The metadata makes data assets easy to find and use, which ultimately enhances demand forecasting in manufacturing. With this system in place, manufacturers can overcome the hurdles of data silos without physically integrating or consolidating underlying data. This approach enables a more transparent view of data lineage and relationships, which is vital for accurate forecasting and strategic decision-making.

Business Benefits



With the Explorer application, business users have access to a user-friendly interface and customized exploration paths to make their data discovery more efficient:

- Enhance confidence in demand forecasting through improved data visibility
- Proactively identify potential delays and risks in the supply chain
- Adapt to fluctuating market demands with greater agility
- Increase supply chain efficiency through better data oversight
- Obtain comprehensive insights into production schedules via accessible metadata
- Establish trust in your supply chain management through transparent data
- Better meet customer expectations by leveraging accurate and timely data insights

The centralized system provides real-time visibility into the datasets that reflect inventory levels, production capacities, and market demands, all without altering the data itself. This visibility allows manufacturers to understand the impact of various factors on demand more clearly. As a result, they can make more informed decisions about production and inventory management, ask what-if questions about demand and have confidence in the answers, and adapt more dynamically to changes in market conditions.

Furthermore, such a system promotes consistency and collaboration across different departments. With everyone accessing the same searchable platform, multiple facets of the organization align around a unified understanding of readily available data. This consistency is crucial for harmonizing operations and strategies across the company, leading to improved accuracy in demand forecasting and more effective overall supply chain management.

A Modern Analytics Approach is Needed to Predict Demand

To ensure precision in demand forecasting amidst the complexities of modern supply chains, changing economic conditions, and shifting market trends, manufacturing leaders must leverage the capabilities of advanced data management solutions like the Actian Data Intelligence Platform. The platform excels by offering a centralized, searchable catalog of metadata that enhances visibility into the relationships and lineage of data across disparate systems within an organization. This approach is crucial for maintaining the accuracy, discoverability, and quality of the data used in forecasting models.

IT Benefits

Studio is the application that enables data management teams to manage, maintain, and enrich documentation of their company's data assets and benefit from:

- Centralized and efficient metadata management
- Enhanced data documentation
- Streamlined data governance
- Improved data lineage visualization



Experience the Data Intelligence Platform

With Actian's metadata-driven forecasting approach, manufacturers gain unparalleled confidence in supply chain predictions. Want to see how it works?

Book a demo today to discover how Actian empowers manufacturers to enhance visibility, improve efficiency, and minimize forecasting errors.



With the Actian Data Intelligence Platform manufacturers gain a powerful tool for metadata management, enabling a comprehensive understanding of data's origins and transformations. This visibility supports more reliable decision-making processes, empowering businesses to respond effectively to market demands and manage their supply chains more efficiently. By focusing on enhancing data discovery and ensuring robust governance, the platform helps manufacturers navigate the complexities of data management, fostering operational excellence and driving innovation while enabling accurate, granular, and confidence demand forecasting.

About Actian

Actian empowers enterprises to confidently manage and govern data at scale. Organizations trust Actian data management and data intelligence solutions to streamline complex data environments and accelerate the delivery of AI-ready data. Designed to be flexible, Actian solutions integrate seamlessly and perform reliably across on-premises, cloud and hybrid environments. Learn more about Actian, the data division of HCLSoftware, at actian.com.

