Manufacturer Case Study
$50B+/year manufacturer
with global operations

$50B+ MANUFACTURER REDUCES POTENTIAL STOCKOUTS BY 36%+

Business Challenge

- Manufacturing Co.'s customers frequently make large orders of products with insufficient lead time for Manufacturing Co. to produce and deliver on-time via standard distribution channels
- When orders come in that Manufacturing Co. can't fulfill by the requested deadline, Manufacturing Co. faces an unpleasant choice: either (a) a delay in delivery, jeopardizing their business relationship with the customer or (b) an expensive express delivery via air, significantly impacting margins
- Manufacturing Co. needed a forecast of customers' orders to ensure they were always stocked with the right products in the right places and could avoid last-minute air transfer
- This was a significant challenge because the underlying data was sparse; Manufacturing Co. had previously just relied on human intuition

Solution with Ikigai

Core Demand Forecasting solution:
- Demand forecasts at the individual customer level enabling granular modeling of ordering behaviors despite sparse data
- Proactive alerts to sales team based on forecasts to ensure Manufacturing Co. is prepared to serve customers' future orders before orders are even placed

Key Benefits of Ikigai

- Ikigai's aiCast product enables accurate customer-level forecasts despite limited historical data
- Built-in notification system alerts stakeholders about forecasted orders with sufficient lead time to enable proper planning
- Unified platform allows for traceability & auditability of projections

36%
reduction in potential stockouts

2 months
advance visibility into future customer orders