DEMAND FORECASTING SOFTWARE OVERVIEW

Demand forecasting is an organized analytical process that predicts customer demand for services or goods based on historical sales information. This data on future demand helps the vendor to maintain the needed amount of inventory at hand and deliver excellent consumer service. Demand forecasting powers all of an enterprise’s plans including demand, supply, manufacturing, purchasing, financial strategies, and material requirements. Therefore, precise demand forecasting is essential for good business development.

Demand forecasting software enables companies to reduce waste by monitoring trends that can impact future demand. This platform improves forecasting governance and eliminates biases or errors in the information. It also minimizes data latency which facilitates real-time data forecasting and planning. In addition to strategic sourcing and procurement tools, demand forecasting solutions are a vital, cost-reducing aspect of supply chain management (SCM) systems.
Customer Success Report
Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

Content Score is affected by:
1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

Market Presence Score is affected by:
1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

Company Score is affected by:
1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

Customer Success Report Award Levels

Market Leader
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

Top Performer
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

Rising Star
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards
Check out this list of the highest rated Demand Forecasting Software software based on the FeaturedCustomers Customer Success Report.
OVERALL BEST
OF DEMAND FORECASTING SOFTWARE
ABOUT RELEX SOLUTIONS

RELEX Solutions is Europe's fastest growing provider of integrated retail and supply chain planning solutions. Founded as “Retail Logistics Excellence – RELEX Oy” in Helsinki in 2005, the company set out to use research and technology to solve the toughest challenges in demand forecasting, inventory optimization, and replenishment automation. RELEX’s proprietary In-Memory database delivers results over 100 times faster than traditional alternatives, bringing unprecedented speed and agility to retail and supply chain planning.

“The integrated system allows the buyers to base the central warehouse forecasts on the stores’ replenishment needs.”

Matti Salmi
Purchasing Director, Musti Group

“The system can perform calculations quickly. This allows us to produce numerous iterations during the order cycle and react quickly to any situation that arises.”

Claudio Perna
Planning and Inventory Manager, Arena

“By using demand forecasts that we already get from RELEX, we can better match the planned work shifts with the actual workload.”

Thomas Berglund
Chief Information Officer, Coop Värmland

“RELEX was selected because it can offer forecast-based automatic planning and optimization, considering all the different store formats and roles.”

Nuutti Rantatup
Director of Development, Rautakesko
MARKET LEADERS
2020 MARKET LEADERS

AIMMS
BLUE RIDGE
FOR A MORE FORESEEABLE FUTURE
Mi9 RETAIL
SYMPHONY RETAIL
AIMMS is an innovative technology company with offices in The Netherlands, Seattle, Singapore, and Shanghai. For 25 years, the company has been developing and selling a unique mathematical optimization platform. AIMMS customers can create high business impact with optimization engines and solutions that enable optimal decision making on complex strategic, tactical, and operational problems.

“We used AIMMS to design the complete model of the STMFC problem. It includes several steps, therefore, several models have to be solved one after the other. AIMMS is easy to use for changing the sets of constraints, trying new objective functions. It permitted to reach the model which is now used by operational teams.”
Anna Robert
Model Developer in the CEEMS, GDF Suez

“The Flexibility if AIMMS allows us to develop optimization apps when and how we need them. The AIMMS PRO platform adds to that a solid and easy way of sharing these applications throughout the organization.”
Stehane van de walle
Global Supply Chain Strategy and Optimization Manager, Yara

“We now have a much more objective way of interpreting the demand data. This opens up discussions and gives us much more clarity about our processes. We chose AIMMS over SAP’s S&OP tool because AIMMS enables us to build different scenarios and meet our unique needs. With AIMMS, we could also learn during the development of the tool....
Aron Waas
Global Supply Chain Director, Boon Edam

“The AIMMS-based Optimizer developed by UniSoma is the ‘heart’ of the System and the most important component of the project. It optimizes demand based on customer profitability - a request which we did not find in any ‘package’ - indicating the most lucrative flat steel customers for AMT and Vega do Sul.”
Marcia Schwarz de Assis
Project Manager, Arcelor Mittal
ABOUT BLUE RIDGE

Blue Ridge’s cloud-native supply chain solutions are the most accurate way for retailers and distributors to spot changes in customer demand before they happen. Traditional forecasting and planning solutions weren’t designed to keep up with today’s increasingly unpredictable consumer behavior. Blue Ridge provides more certainty, more speed, and more assurance so companies can see the why behind the buy and respond faster to the unexpected. That’s why Blue Ridge is recognized as a Leader in the Gartner Magic Quadrant for Supply Chain Planning.

"As we continue to grow and expand, our forecasting needs have become more complex, and Blue Ridge offers a complete solution that allows us flexibility in planning for our inventory investment while taking eight distinct markets’ needs into consideration.”

Dina Opici
President, Opici Family Distributing

“We have reduced excess inventory and safety stock by 10%, while increasing service levels by 2.5%. For store owners, this means reduced inventory cost and maximum returns on promotions.”

Steve Allgeier
Inventory Control Manager, Home Hardware

“We implemented Blue Ridge supply chain planning solutions to manage long lead times and make smarter safety stock allocations. By putting inventory toward winning skus, we’re getting the best possible customer fulfillment at the lowest investment.”

Michael Nau
Director, City Furniture Inc.

“With Blue Ridge we could work with a good forecast, see trends, and see where there would be problems in the future with a product and then coordinate throughout the organization to avoid stock outs.”

Anders Armandt
Director of Purchasing, Procurator
ABOUT MI9 RETAIL

Mi9 Retail, the premier provider of enterprise retail merchandising, business intelligence and customer-centric software, empowers the world’s most successful retailers to build strong personal relationships with their customers, process high volumes of transactions in real time and optimize inventory across all channels utilizing a single, accurate source of the truth. Built using cutting-edge technology, the software minimizes costs of ownership and provides the industry’s fastest time to value.

"We were expected to maintain target service levels and availability in our stores, but following deployment of the Mi9 Retail solutions we actually showed much improved store availability levels and a reduction in store out-of-stocks by 40%. It’s incredibly positive for us to see these results in such a short timeframe and now we will go forward and fine..."

Simon Wills
Supply Chain Business Process Manager, Clicks

"The Daybook and Stock Ledger from Mi9 Retail is a remarkable product. It does what no other product can do. It offers a daily ledger of activity maintained by SKU/Store/Day allowing you to take action at a granular level.”

Eileen Fisher

"Mi9 Retail enabled us to allocate the right products in the correct quantities at the proper locations, a key feature that our legacy replenishment system lacked. The Mi9 Retail solutions are both modern and flexible and enable us to keep up with consumers’ changing buying habits.”

Kristine Becker
Sr. Director of Purchasing, ABC Fine Wine & Spirits

"One of the most important changes we see now is a stabilization of the sales lot because we are in stock with the right items at the right store. We are also getting a better handle on our supply chain since it is based on actual needs now. We are holding the stock in our distribution centers and not in our stores. Those are the areas where we are really..."

Neil Muller
Head of Project Management Office, Ackermans
ABOUT SYMPHONY RETAILAI

Symphony RetailAI is the leading global provider of Artificial Intelligence-enabled decision platforms, solutions and customer-centric insights that drive validated growth for retailers and CPG manufacturers, from customer intelligence to personalized marketing, and merchandising and category management, to supply chain and retail operations. Their organization is innovating rapidly to drive faster, more profitable decisions through AI, machine learning and voice technologies. They are trusted by over 1,200 organizations including 15 of the world’s 25 largest grocery retailers, thousands of retail brands, and hundreds of national and regional chains worldwide to help solve their toughest business problems, through AI-powered customer intelligence and retail solutions.

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Customer references from happy Symphony RetailAI users

VIEW ALL REFERENCES

“When we started our loyalty program, we got six million trackable customers at one go. Together with Symphony RetailAI we then started to analyze this valuable data and began to use it to be more relevant in our customer communications through personalization. Beyond that, Symphony RetailAI analytics and tools helps us to optimize our...”

Lorenz Determann
Head of Tools & Analytics, REWE

“We got the results we were looking for, for us and the retailers. Symphony RetailAI also gave us great support, not only using the tools, but also going to the retailer with us and offering a very unbiased view, which the retailers loved. By using aisle optimization technology, we have increased our margin dollars by $1.4 million.”

John Williams
Director of Category Management, Dr Pepper Snapple Group

“The new Store Mobility solution incorporates all key store operations onto a single device, automating and simplifying processes. With the revamped user interface, all our staff find it easy to use from the youngest to the oldest reducing training costs and improving productivity.”

Pavel Brichac
IT Director, Ahold Czech Republic

“We’ve been able to automate and optimize our processes in everything from assortment and shelf replenishment to preparing orders for our customers.”

Andrija Derezic
Chief Information Officer, Mercator Group
2020 TOP PERFORMERS

avercast®

baxter planning

eazystock

forecast pro®
ABOUT AVERCAST

Avercast is the world’s most innovative demand planning software company specializing in business forecasting, inventory planning and web collaboration. Avercast, LLC is a supply chain software company designed to help businesses plan and forecast more accurately than ever before. Designed with various capabilities to cover a wide range of industries, Avercast® Software is the supply chain planning platform of choice for many of the world’s best run companies. The software does the bulk of the work - it generates the numbers and provides the most accurate demand planning and forecasting available.

"Outstanding support is another feature that makes this a smart choice. It something needs tweaking to better serve your business, they are there to get it done quickly.”

Michael Gilreath
Inventory and Procurement Management, SKLZ

"I like that the Avercast is fast. It doesn’t take too long to run reports and review our items on Summary Forecast. The “Flag Action Messages With” section quickly shows what needs attention.”

Mei K.
Data Analyst, Chef Works

“We've not only seen generous financial gains from the reduction of excess inventory as a by product of implementing the software but also a major improvement in our processes, collaboration, and general understanding of our mission as planners for the company.”

Molly Rammal-Puckett
Vice President of Demand Management & Operations, Ellery Homestyles

“With thousands of fast moving SKUs we are able to manage the forecasting and planning in literally minutes with customized reports.”

Pranav Gupta
Forecast Analyst, Markwins Beauty Brands
ABOUT BAXTER PLANNING

Baxter Planning provides service inventory planning and optimization solutions that support service supply chain requirements across diverse industries. Baxter's innovative solutions seamlessly integrate with your existing IT infrastructure to forecast demand and optimize target stock levels so your company can more efficiently execute supply, replenishment and repair orders.

“Using UPS's FSL network and field planning from Baxter Planning will give Carestream Health's field engineers a competitive edge in the service and support marketplace. We expect the improvements to grow as we continue to use these tools.”

Randal Hill
Operation Manager, Carestream

“Baxter takes full ownership of keeping us on the latest version of Prophet. It is more than just performing an upgrade though. We never experience issues with the integrations to our other systems as a result of an upgrade or otherwise. Pain free access to the latest enhancements with no internal IT costs is a tremendous benefit of their solution.”

Senior Logistics Manager
Tolt Service Group

“A key factor in selecting the Prophet solution in 2011 was Baxter's service supply chain best practices and expertise. Their application of that knowledge to uncover improvement opportunities further demonstrates those capabilities, reinforcing that our decision was the right one. We will continue to rely on Baxter's consultants to optimize our inventory planning and forecasting as the retail technology environments we serve keep changing.”

Tolt Solutions

“Baxter Planning provides us with services from inventory planning, product purchasing to supply management at 90+ remote locations. Using auto replenishment processes to support supply management, Baxter allows us to manage inventory cost more efficiently and effectively. Baxter’s commitment to their customers and continuous improvement...”

Director, Worldwide Service Operations
Johnson & Johnson
ABOUT EAZYSTOCK

EazyStock allows you to take control of your inventory by increasing service levels, lowering inventory and automating processes. Their cloud-based solution easily integrates with your existing ERP to give you fast, measurable results. EazyStock is a part of Syncron International AB, headquartered in Stockholm, Sweden, with offices and customers around the globe.

"Today, there are limitations with regard to how we calculate accurate purchasing parameters and forecasts in our ERP system. By using EazyStock we can more easily get the parameter estimates to make smarter purchasing and forecasting decisions."

Marie Håkansson
Marketing Assistant and IT Manager, Blinkfyrar

"EazyStock has improved our ability to print the right quantities of the right titles to suit market demand. At the same time, we’ve optimized our stock levels and inventory investment, and ensured stock-outs are now few and far between."

James Bensberg
Director of Systems & Business Support, Egmont

"We now know which products have a high turnover rate and thus need to be reordered more frequently. EazyStock’s data also allows for much more efficient route planning in our warehouse."

Jip de Jong
Operations Manager, Stafa Group

"EazyStock has helped us significantly increase the service level to our customers and reduce our excess inventory. With the support from EazyStock, our staff is more efficient and more accurate in our daily inventory planning tasks."

Maria Candetoft
Purchase & Logistics Manager, Ergofast
ABOUT FORECAST PRO

Forecast Pro is a comprehensive forecasting and forecast management solution for your demand forecasting, planning and S&OP needs. Forecast Pro gives your team the capability to create accurate and credible forecasts, along with the tools for efficiently managing, monitoring and improving your forecast process. They also provide a wide range of resources to help their customers including: cost-effective, customized Web-based training; consulting and implementation services; and free educational Webinars.

“Forecast Pro is very easy to use. Setting up the data is a breeze and I lean heavily on the product's expert selection mode to choose the best forecasting models. What's nice is that if I'm uncomfortable with the algorithm chosen for a particular item or group, it's easy to modify the forecasting method. Overriding the forecast is equally important as we...”

John Kebisek
Cooper Industries

“When you combine the accuracy of Forecast Pro's models based on underlying driving indicators with the ability to adjust the baseline forecasts to incorporate domain knowledge, it's hard to dispute that the forecasts will be more accurate.”

Robert Kozash
Budget/Management Analyst, Sarasota County Government

“Our forecasts are used for everything from planning/scheduling all the way up to revenue projection by the executive team. We have a full compliment of Forecast Pro products at Oberto.”

Eric Kapinos
Director of Forecasting and Planning, Oberto Sausage Company

“Forecast Pro is so easy to use that we were able to create forecasts on the first day that it was installed. Within the first year, Forecast Pro helped us to reduce our forecast error to single digits.”

Wendell Hull
Fidelity Investments
RISING STARS
ABOUT BROOKES SUPPLY CHAIN SOLUTIONS

Brookes is a market leading consultancy that provides software and managed services for inventory optimization, demand forecasting, and product replenishment planning for the retail sector. Their team of experts specializes in Supply Chain Management and Inventory Optimization, helping companies to succeed in today’s competitive world through their in-depth understanding and application of supply chain planning automation.

“In a luxury business like ours, nothing affects team morale more than our ability to meet service requirements. Thanks to ToolsGroup Brookes applying its new machine learning technology to our problem in a creative way, we’re now much better geared up to serve our demanding client base without impacting our bottom line.”

Nick Wilson
Senior Inventory Planner, Aston Martin

“Thanks to the continuous improvement program with ToolsGroup, we’re now at the point where we can confidently switch off our own manual overrides and put complete trust in the forecasts.”

Joseph Ludorf
Executive Director Supply Chain, Cipla Medpro

“We deeply analyzed the replenishment process to improve both automatic replenishment procedures for our shops and collaboration with suppliers. Advanced inventory planning techniques were introduced to optimize the inventory both at the central warehouse and in our shops.”

Alessandro Nobile
Group Purchasing and Supply Chain Director, Amplifon

“With the benefit of reliable, up-to-date data, we treat inventory in a totally different and structured way. Members find it much more satisfying and even fun to work with this data because they know it’s going to be used somewhere, and they get immediate feedback. Also, because they don’t have to spend all their time manually crunching numbers...”

Erik Börtemark
Supply Chain Director, Findus
ABOUT THRIVE TECHNOLOGIES

Thrive Technologies develops and markets cloud based demand forecasting and inventory replenishment software that increases profits for multi-location SKU intensive businesses in high service industries by maximizing their inventory performance. Thrive was founded in 2001, and has been recognized as one of the most promising technology companies in the state of Georgia, and in the supply chain industry. Thrive’s software enables wholesalers and retailers to cost effectively maximize the return from their inventory investment. The software integrates quickly with a company’s ERP system using automated intelligence to analyze and monitor over 40 supply and demand variables. The immediate benefits are reduced stock-outs, faster response to changes in demand or supply, and significantly improved profitability.

"With the implementation of Thrive at our company we are able to control our service level, lower inventory, and have faster turn around on new projects. We are in control of our inventory. The staff at Thrive is available to us when we need it, and takes the time to learn our business model and how Thrive can help achieve our business goals.”

Michelle
LDR Industries, Inc

"The software is very easy to use. They offer customized solutions and really try to tailor to your needs. Our account manager is particularly knowledgeable and responsive. They have a lot of experience in the industry. They’re not just IT guys. If you’re looking for a company that really cares about the success of your business, give these guys a shot.”

Matt
HBC Home and Hardware Products

"With our twenty-nine locations across nine states, we needed a cloud-based demand forecasting system that would allow us to optimize our existing inventory and position us for future growth. After evaluating several systems, we knew that Thrive's SaaS inventory replenishment system was the solution that we wanted.”

Randy Keach
Vice President of Materials, Clarke Power

"We are growing quickly which means that our inventory could easily get out of control if not for our Thrive system.”

Andy Polanco
VP Supply Chain, Howard Berger

Customer references from happy Thrive Technologies users

VIEW ALL REFERENCES
ABOUT FREPPLE

FrePPLe helps mid-size companies plan their production and inventory with agility. Running in the cloud, it provides an affordable and efficient way to boost planning processes, extending ERP systems with advanced capabilities and decision-making workflows. Not only is the tool open source, it is also very adaptable to many industries and use cases. Combining 3 modules (demand forecasting, inventory planning, and production planning), it covers all planning needs from raw materials to delivery.

11 Customer references from happy frePPLe users

"I really find frePPLe an innovative product in the way it is delivered with ease to potential users and in the way it works. As a long time business angel, I sometimes see high success potential in my business partners and wish I had the time to contribute to make it happen!"

Gianluca Menghi
General Manager, Elcam Medical

“FrePPLe is also very easy to customize and well-integrated with Openbravo ERP. Some features considerably reduce the maintenance of planning parameters.”

Ed Hand
Science Applications International Corp.

“I particularly like the path to unlock features in frePPLe. It is very useful to make students understand how the data intercorrelate.”

Mikael Ehrs
Teacher, Novia University of Applied Sciences

“With frePPLe, we are now able to issue a much more realistic forecast thanks to their advanced constraints planning features. The software is web-based, very good, and easy to use. I’ve particularly appreciated the availability of the frePPLe team. At the beginning I had a lot of questions and they responded very quickly.”

Supply Chain Manager
Hexcel Corporation