

Demand Forecasting Software Category



Demand Forecasting Software Category

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.

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.



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

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

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.



2021 Customer Success Awards

Check out this list of the highest rated Demand Forecasting Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order





86

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT AIMMS



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.

Featured Testimonials

“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. We took ownership of it. That's a big advantage from a change management and stakeholder management perspective.”



ARON WAAS
GLOBAL SUPPLY CHAIN DIRECTOR, BOON EDAM

“We chose AIMMS because its app wraps a state-of-the-art solver engine in an easy-to-use data interface with strong scenario modeling and results visualization tools. This enables us to quickly evaluate various scenarios that drive supply chain efficiency and customer satisfaction. The system allowed us to be up and running very quickly.”



CHRIS FURLONG
VICE PRESIDENT OF TRANSFORMATION, LAZBOY

“AIMMS is very easy to use, with good solvers, a very pragmatic tool. With AIMMS we could make this model very user friendly and the solvers were very fast. We made the first demo version of the model in MS Excel and it took a whole day just to optimize one substation. With AIMMS it takes just minutes to optimize 100 substations.”



SONJA BOUWMAN
CONSULTANT, KEMA

“AIMMS PRO allows optimization to become a corporate solution instead of just a technical tool. The transparent licensing, updating of application, and optimization that is done on the server eliminates the need to micro-manage users. In the end, it simply makes implementation faster and easier.”



ANDRIES STEYN
PROJECT COORDINATOR, ASTRAL

TRUSTED BY





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.

80

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Mi9 Retail Replenishment and Demand Forecasting solutions met all of Bob's Stores business requirements – and would also provide the highest potential return on investment.”



VICTOR D'AMATO
ASSISTANT VICE PRESIDENT OF PLANNING AND ANALYSIS, BOB'S STORES

“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 starting to see the benefits as we complete the Mi9 Retail Demand Forecasting rollout.”



NEIL MULLER
HEAD OF PROJECT MANAGEMENT OFFICE, ACKERMANS

“Mi9 Retail has a unique way of forecasting and replenishing stocks accurately at a store/SKU level. This would be very labor-intensive otherwise.”



NATHAN TOUSSAINT
BUSINESS ANALYST, STRANDBAGS

“The ability to react appropriately to demand – for instance in the case of a natural disaster – is an extremely important function that we now have with Mi9 Retail. The tsunami in Japan several years ago was actually one of the main driving factors that highlighted our need for a more dynamic solution. Before, our users were not able to target very specific products at a part level. Now they have the ability to change forecasts and safety stock at a granular level, allowing for us to react correctly to whatever is going on in the market.”



KRISTA ALBEE
TECHNOLOGY BUSINESS MANAGER, DIGI-KEY CORPORATION

TRUSTED BY

BARNEYS
NEW YORK





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.

91

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The optimized shifts look really good, and the planning process is fast. By linking shift planning to demand forecasts and the incoming delivery schedule, it's simply far easier to ensure we have the right people available for the tasks that need doing. So when deliveries arrive stock gets shelved immediately and there are no half-empty pallets waiting to be cleared. Not only do the shelves look better, but so does the whole store — and the customers notice and appreciate that.”



JONAS HELGMAN
STORE MANAGER, COOP VÄRMLAND

“We were won over by RELEX's best-in-class intelligent technology. We work with RELEX because it automates our goods procurement and reduces spoilage through their innovative application of AI and machine learning.”



NICOLAS SOUSSAN
CHIEF LOGISTICS OFFICER, MIGROS ONLINE

“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

“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

TRUSTED BY



LUMENE

marimekko®



64

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“It's the most amazing tool I've seen in over 20 years in space planning. We can intelligently cluster our stores based on sales metrics, and can now take steps closer to the goal of guest-centric assortments, all without adding head count. Without the Symphony RetailAI solution including Intelligent Clustering, Assortment Optimization, Store Planning HQ, and Planogram Automation, this felt to be an unattainable dream.”



MARTY THOMPSON
DIRECTOR CATEGORY DEVELOPMENT, COBORN'S INC.

“Since we started our loyalty program in 2014, SRAI has helped us to build a customer-centric perspective of our business processes. In both personalized marketing and the extension of customer data in our business decisions, SRAI enabled us to better understand our customers and improve customer loyalty.”



FINN RUTHENBURG
VICE PRESIDENT CUSTOMER OFFER & LOYALTY AND BUSINESS SUPPORT, REWE

“One of the critical things for our program rollout is the partnership that we have with Symphony RetailAI. It's essential that we're working together and we collaborate, and we've seen that so far on our project, which has been fantastic for us as a customer.”



ALICIA SAMUEL
DIRECTOR IT BUSINESS SOLUTIONS, LONGO'S

“For more than six years Symphony RetailAI and REWE jointly built customer-centric solutions in the areas of direct marketing, pricing, promotion and assortment optimization.”



HILMAR HUEBERS
CHIEF CUSTOMER & ANALYTICS OFFICER, REWE

TRUSTED BY





ABOUT TOOLSGROUP



ToolsGroup is a global provider of service-driven supply chain planning and demand analytics software. Their customers overcome demand volatility and supply chain complexity for outstanding service levels with reduced inventory. ToolsGroup's service-driven planning platform features probability forecasting and stock mix optimization enhanced by machine learning for highly intelligent data-driven decision-making. ToolsGroup solutions include Demand Planning & Sensing, Inventory Optimization, Allocation & Replenishment, Demand & Supply Collaboration, Promotions Planning and S&OP.

122

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We chose to replace our legacy system with ToolsGroup's SO99+ software for its proven ability to take many different variables into account to improve forecast accuracy, make optimal tradeoffs depending on customer channel, and ultimately support S&OP.”



SIMON THOMAS
SUPPLY CHAIN MANAGER, AGR EUROPE, PILKINGTON AUTOMOTIVE

“We improved the process, timing and reliability of our forecasts with a structured procedure enabled by ToolsGroup. The results have gone beyond our expectations.”



ANDREA GALLI
SUPPLY CHAIN GROUP MANAGER, POMPEA

“The ability to generate accurate sales forecasts and define operational plans has allowed Deroma's SI&OP process to deliver a reliable service level to the market while efficiently utilizing production and logistics.”



DEROMA

“The ToolsGroup solution is extremely dynamic and flexible; we can quickly and easily modify product/supplier combinations and add new rules. This is critically important for us, in an industry characterized by high variability. ToolsGroup has simplified managing multiple suppliers on the same code, because it indicates the most profitable partner at that time, considering lead time and price. It's effective for managing speculative purchases, where the trade-off between purchase convenience and overstock risk is fundamental.”



MATTIA MONTINI
INVENTORY CONTROL SUPERVISOR, RAJAPACK

TRUSTED BY







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.



31

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“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

“I find [Avercast] very easy to use. It's pretty self-explanatory. It's laid out simple enough that it just flows, so there's no guessing.”



BARBARA TAPIA
SUPPLY CHAIN MANAGER, DOCTOR'S BEST

“Given the wide range of algorithms the system uses and not to mention the ease of use, whether you are a roll-up or top-down planning company, Avercast adapts to your business needs.”



JIM BELL
LEAD SALES PLANNER, COASTAL PET PRODUCTS, INC.

TRUSTED BY

MARKWINS
international

ooly

ramco

 Chef Works

Kawasaki
— ENGINES —



37

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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 modeling allows Baxter to be a cut above the rest. They continue to be our FIRST CHOICE to support our service business.”



DIRECTOR, WORLDWIDE SERVICE OPERATIONS
JOHNSON & JOHNSON

“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

“We depend upon Baxter to drive the execution that makes our logistics business the industry benchmark, and they've always delivered on that promise.”



SENIOR VICE PRESIDENT OF GLOBAL SUPPORT
NETAPP

TRUSTED BY





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.

38

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“We looked at several demand forecasting systems before selecting Blue Ridge. Blue Ridge had the most complete solution to support our business needs, and to help us achieve our service level goals. Our team is excited and looking forward to utilizing the new software.”



MARK OISHI
DIRECTOR OF PURCHASING, SUISAN COMPANY

“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

“Demand history changes daily; we want to make sure we're ordering the right product at the right time, to have the right amount on the floor and reduce out of stocks and be able to have a reliable ordering platform.”



MIKE SHUTT
PURCHASING MANAGER, UNITED DISTRIBUTORS INC

TRUSTED BY





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.

44

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The best thing about EazyStock is that we can now be sure that we're stocking the right items, which positively affects our stock value and turnover rate. The inventory classification capabilities are superb, as are the forecasts and reports.”



LENNART JOHANSSON
AREA MANAGER, JÖNKÖPING COUNTY

“We are saving both money and time with EazyStock. Compared to the old solution, we spend much less time on demand forecasting and inventory management. But even more astonishing is the savings on the inventory itself. We have managed to reduce the surplus stock by 20%. So after a year we can conclude that we have achieved a very concrete result which makes a real difference to our business.”



ALBERT ZUIDERDUIN
PURCHASING MANAGER, DEHACO

“In our old ERP, the demand type was static until we went in and manually changed it. With EazyStock, it's now automatically updating demand type based on transactional history, so we don't have to worry if the correct demand type is applied to one of our thousands of items.”



KERI POTTER
DIRECTOR OF SUPPLY CHAIN & LOGISTICS, CENTRAL STATES INDUSTRIAL

“Using EazyStock has given us immediate insights into our inventory that allow us to make informed decisions, and we have significantly improved our demand forecasting. Our service levels have gone up and we saw positive results after only a few months of using EazyStock.”



ROWDY TE BRAKE
SUPPLY CHAIN MANAGER, L. TEN CATE

TRUSTED BY





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.

20

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I have been using Forecast Pro to forecast local government revenues for nearly 15 years. I am familiar with several other forecasting packages and, in my opinion, Forecast Pro is the most user-friendly software available. It offers the rare combination of providing a comprehensive solution while remaining highly accessible, even to those users without an educational background in sophisticated techniques.”



PAUL HARRIS
CITY OF VIRGINIA BEACH

“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

“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 take the statistical forecast and add judgment to arrive at a final demand plan. With Forecast Pro, making overrides and documenting the changes is simple.”



JOHN KEBISEK
COOPER INDUSTRIES

“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

TRUSTED BY







ABOUT THRIVE TECHNOLOGIES

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.

15

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“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

“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

“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

TRUSTED BY





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.



13

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

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



MIKAEL EHRES
TEACHER, NOVIA UNIVERSITY OF APPLIED SCIENCES

“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.

“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.”



HEXCEL CORPORATION
SUPPLY CHAIN MANAGER, HEXCEL

TRUSTED BY

