

USE CASE

€60B+ Life science
organization

Early detection of problematic
demand and improved
accuracy with Actionable
Demand Sensing

Major Life Science Organization

The company is one of the largest pharmaceutical and biotech organizations in the world. It has an annual revenue of more than €60 Billion.

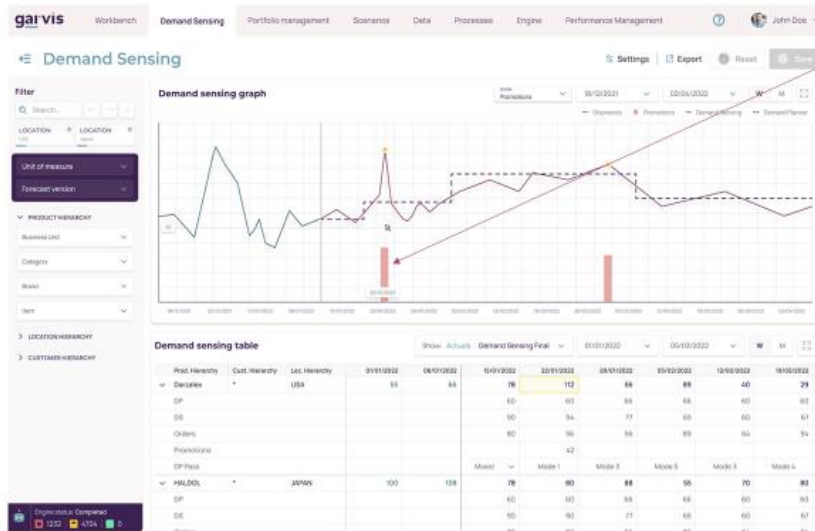
Problem

- Forecast accuracy based on statistical planning is insufficient and leads to stock outs or lack of active ingredients for critical markets.
- Customers and distributors often adapt their order behaviors in order to get sufficient production thus increasing the problem by creating more volatility.
- Orders that are exceptionally large or higher in market sales could lead to material or capacity shortages if not spotted in time.



Garvis Demand Sensing

Demand sensing monitors orders on hand using AI and can add also in market sales and distributor/country stocks to compare it with the forecast. It uses AI to detect changes in demand up to 90 days ahead and reduces forecast error with 30% to 40%. It also allows to identify excessive orders or problematic orders early that require understocked active ingredients or capacity.



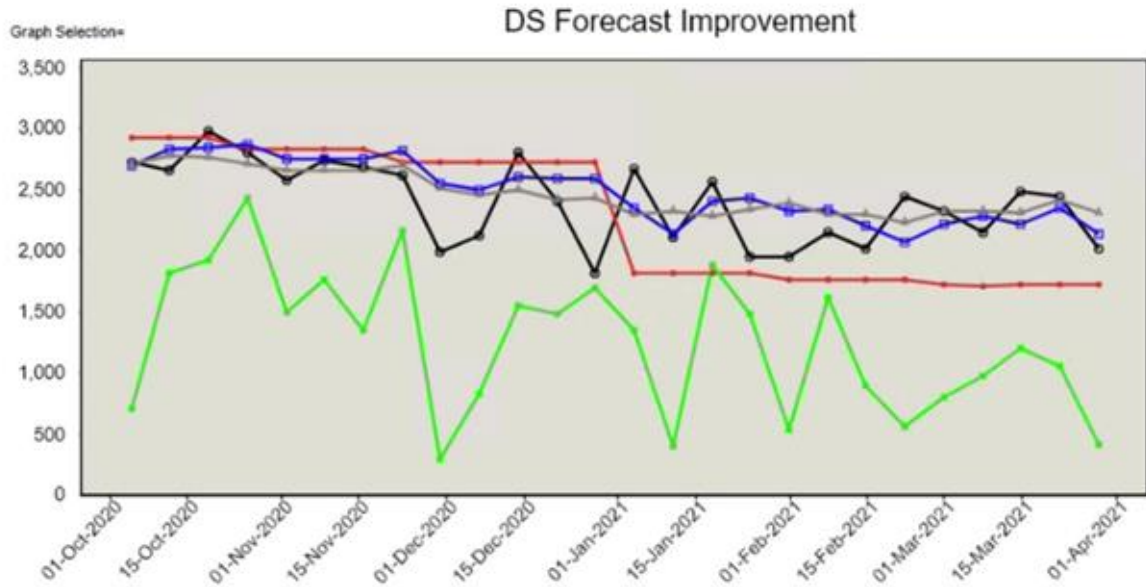
Order that needs attention

Alerts and Notifications

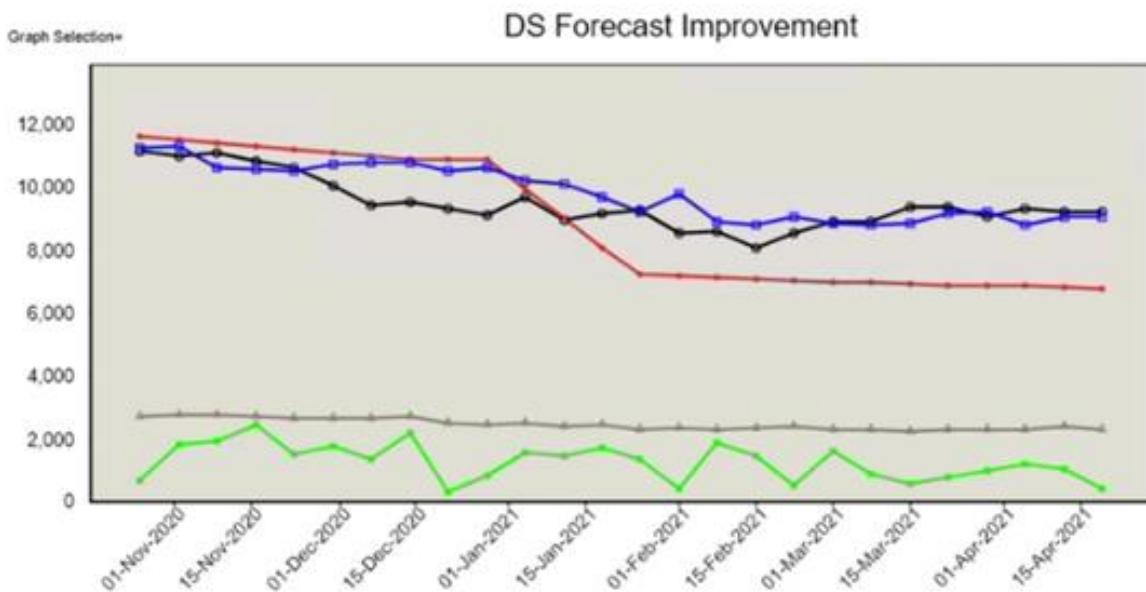
- * Could be a rare material
- * Too large for consumption
- * Too large for production
- * Creates out of stock

Unique Elements

- Early detection of problematic demand
- > -30% -60% error reduction
- Add on to existing Demand Planning
- Transparent AI
- - 3-4 days of stock
- - 10% stock outs
- Zero implementation



- Shipments
- Initial Forecast
- Garvis Demand Sensing
- Derived Order
- Sell Out



HORIZON	Initial MAPE	Garvis DS MAPE	% MAPE Improvement	Absolute MAPE Improvement	Initial BIAS	Garvis DS BIAS
7	16%	9%	-43%	-7%	-5%	4%
14	15%	7%	-56%	-8%	-5%	4%
21	15%	6%	-61%	-9%	-6%	4%
28	15%	6%	-62%	-9%	-7%	4%
35	15%	6%	-62%	-9%	-8%	3%
42	16%	6%	-62%	-10%	-8%	3%
49	16%	6%	-61%	-10%	-9%	2%
56	16%	7%	-58%	-9%	-10%	2%
63	16%	7%	-55%	-9%	-10%	1%
70	16%	7%	-55%	-9%	-11%	0%
77	16%	7%	-54%	-9%	-12%	-1%
84	16%	8%	-53%	-9%	-13%	-1%
91	16%	8%	-50%	-8%	-13%	-2%