

USE CASE SERAX

From complex Excel
spreadsheets to Data Driven
Demand Planning with AI

SERAX

Belgian design brand creating contemporary homeware, based on close collaboration with designers with whom they have a long standing working relationship build on mutual respect.

Annual Revenue: €70 Million

Problem

- Forecast accuracy based on statistical planning in Excel is insufficient to catch the trends accurately and make the link with events.
- 50% of all customers are in hospitality business which led to a serious disturbance when Covid made the historical information useless.
- Using Excel to define the re-order points is very time consuming as supplier calendars (Chinese holiday) can not be respected.
- Launches are currently done on human judgement. It takes very long to understand the real demand, leading to errors in the estimation of the needed capacity and lost sales because of the artisanal and outsourced supplier base.

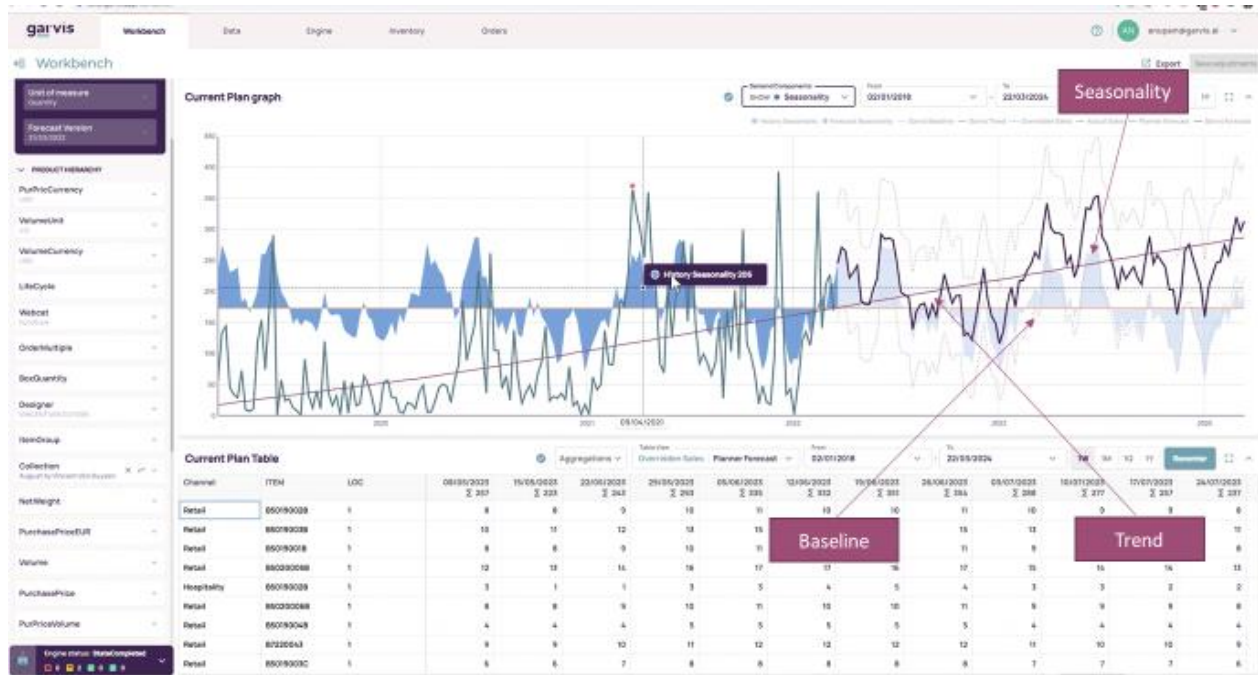


SERAX

The image is a screenshot of an Excel spreadsheet. It contains a large table with many columns and rows. The columns are labeled with various categories and dates. The data is organized into several vertical sections, with some cells highlighted in orange and yellow. The spreadsheet appears to be a detailed inventory or sales tracking system.

Garvis Advanced AI

Garvis was implemented and converted directly out of the existing spreadsheet. Garvis creates a base plan with 20% to 30% less error reducing planning effort with 70%. It translates the volatility of the demand in optimal stock positions. It allows planners to easily identify events that impact sales and reduce the time working on the plan.



Unique Elements

- Drastic reduction of time to plan
- Possibility to retain planner knowledge
- -20% to -30% error
- Transparent AI
- - 3-4 days of stock
- - 10% stock outs and increased service levels
- Zero implementation

Garvis New Products

Garvis allows to intelligently select product launch schema's that fit the nature of product best. It can select parts of the market to launch and later expand. It uses AI to monitor in market sales or orders to detect traction and predict correct stock settings and reorder points.

The screenshot shows the 'New Product definition' interface for a 'Wine cooler'. It includes a table for product details, a 'Launch details' section, a 'Ramp by week' table, and an 'NPI sales forecast' chart. Three callout boxes highlight key features:

- Planner intelligence: Select similar item**: Points to the 'Select similar item' field in the 'Launch details' section.
- Override system option so planner stays in control**: Points to the 'Override' field in the 'Ramp by week' table.
- Immediate feedback on real market sales by mapping into cloud data**: Points to the 'NPI sales forecast' chart.

Itemcode	Description	Designer	Category	Weight	CBM	Price
B7210002	WINE COOLER CONCRETE	Marie Michielsen	COOLERS	13.8	0.05	€ 178.00

Total volume	W1	W2	W3	W4	W5	W6
100	10%	15%	15%	20%	25%	30%
Override	10%	15%	15%	20%	25%	30%

Unique Elements

- Data driven proposals combined with human judgement
- Possibility to retain planner knowledge but correct with data
- -20% to -30% error
- Transparent AI
- Early detection of launches that have poor performance
- Zero implementation