

We reduce forecast error by up to 30%

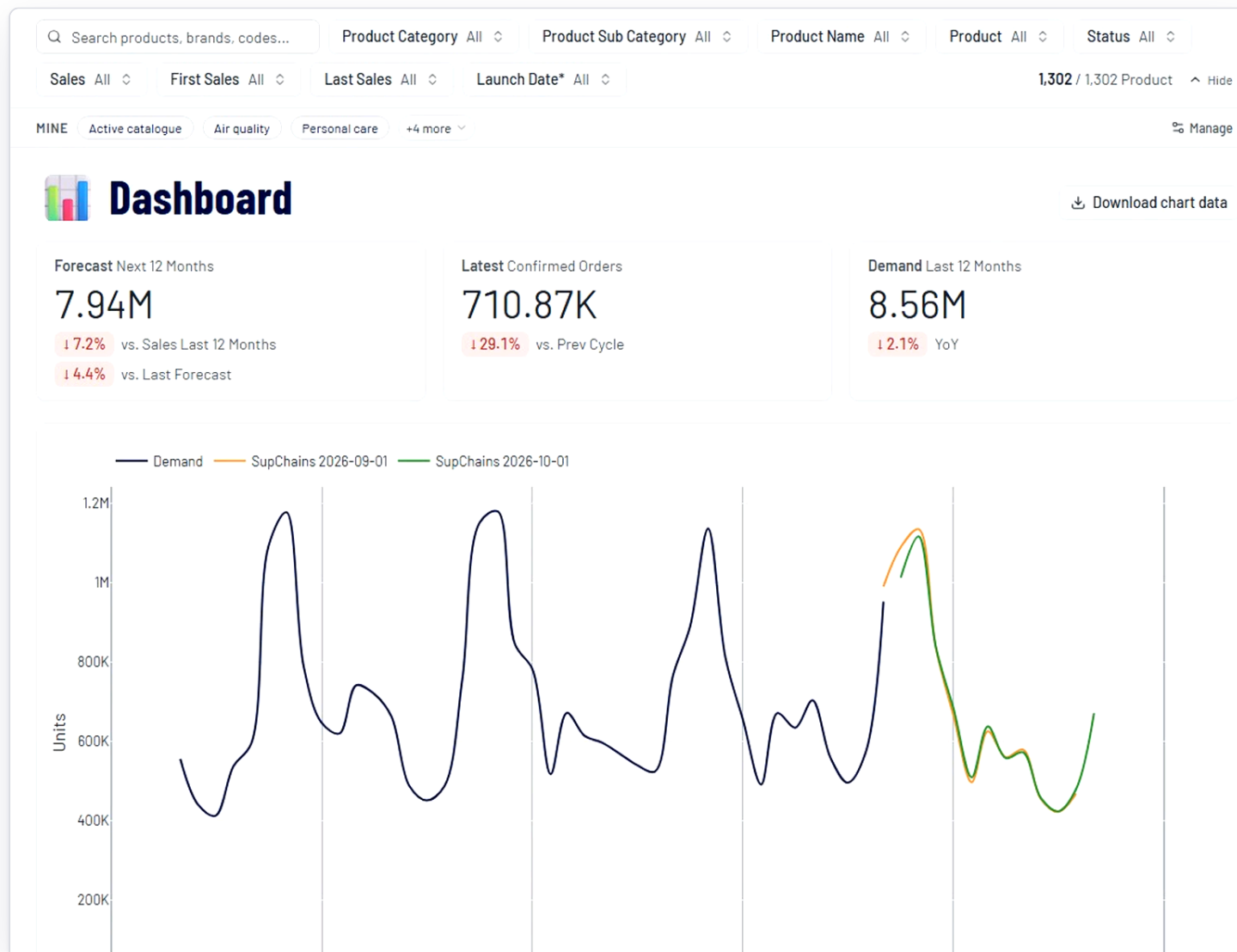
Compared with planning software such as Anaplan, SAP IBP or OMP.

Our machine-learning engine forecasts your whole portfolio, new products included. It learns from your promotions, prices, shortages and sell-outs.

For manufacturers, distributors and retailers.

Founded in 2016 by Nicolas Vandeput, author of three books on forecasting and inventory.

The SupChains App · demo data



Better forecasts, proven on your own data before you commit

What we do	We set up our machine-learning engine to forecast your whole product portfolio, and we coach your planners.
What changes	Forecast error drops by up to 30%, compared with planning software. Your planners enrich the forecast only where they know something the engine cannot see.
How we start	With a proof of concept. It takes 2 to 8 weeks from your data to the result, on months the model never saw.
What comes next	Forecasts as a Service every month, in our App or as a flat file for your planning software. Or a licence of the model.
Who we are	A team based in Brussels, Belgium, that works only on demand and inventory planning.
Next step	Tell us about your products and data at supchains.com/lets-talk .

Better forecasts cut inventory and shortages at the same time

Here is how much, according to three studies and our own simulations.

-2.7%

finished-goods inventory for every 1% of forecast improvement, with 3.2% lower transportation costs and 3.9% less obsolete inventory.

Gartner, 2017. Consumer products.

+3%

pre-tax improvement or more, from a 15% forecast accuracy improvement, according to the Institute of Business Forecasting.

[Institute of Business Forecasting, 2018.](#)

-5%

inventory costs, and 2 to 3% more revenue, from 10 to 20% better forecast accuracy.

[McKinsey, 2018. Advanced manufacturing.](#)

-4%

inventory, or 6% fewer shortages, from 10% better forecasts.

[SupChains simulations, published on Medium.](#)

The engine forecasts. Your planners bring the **insights**.

Over the years, we developed our own way of doing demand planning.
We call it the SupChains Way.

The engine

- ✓ It learns and captures patterns from all your products at once, so new and slow-moving products learn from similar ones.
- ✓ It uses your business drivers: promotions, prices, shortages, sell-outs, client inventory, confirmed orders, even the weather.
- ✓ It forecasts unconstrained demand. Shortages do not pull the forecast down.
- ✓ Hundreds of checks run before and after each forecast, and a report lists every data inconsistency.

Your planners

- ✓ They enrich a forecast only when they know something the engine cannot see. If you know something, do something.
- ✓ The App asks why for every change, and keeps the answer.
- ✓ Forecast Value Added shows what each step adds, for each product group.
- ✓ We train them. They learn what goes into the model, and where they add value.

About half of the changes planners make worsen the forecast.

That is what Fildes and Goodwin found in four companies. **So we coach your team to do better.**

Why is this changing?

The comment stays with the change – it shows in the Adjustments summary and the Journal. Leave it empty to save the change without one.

SB725468
2026-12: 29,385.00 → 39,100.00

Comment

Customer moved its order forward

Cancel Save change

Every change carries its reason. A planner raises a forecast; the App asks why and keeps the answer.

Product Sub Category	Size	Statistical Baseline	SupChains		Consensus	
		Error	Error	FVA	Error	FVA
AIR COOLERS	594K	28%	22%	+21%	22%	+2%
AIR PURIFIERS	960K	35%	35%	+1%	27%	+22%
AIR QUALITY MONITORS	515K	26%	24%	+8%	19%	+21%
DEHUMIDIFIERS	279K	99%	38%	+62%	32%	+14%
FANS	710K	40%	36%	+11%	32%	+10%

Forecast Value Added, step by step (demo data). The error of the statistical baseline, of our engine, then of your planners' consensus. Green adds value, red destroys it.

Clients measured the gain within months

"The forecast engine created by SupChains allowed our demand planning team to **improve our forecasting accuracy by 20 points in a matter of months**, an objective we have had for a few years."



Sesh Addanki
COO, Vantage
Specialty chemicals

"In 19 weeks, we **improved inventory turns by 26% and reduced shortages by 65%** while increasing our sales."



Hector Doporto
VP Supply Chain Planning, Marzam
Pharmaceutical distribution

"...in the first 2 months of using SupChains' model, over 50% of our forecasts were 100% ML-based..."



Alex Sugden
Group Supply Chain Director, Animalcare
Veterinary pharmaceuticals

"...a machine-learning-based forecasting model for Bridgestone Europe, which resulted in considerable improvements from our previous projects."

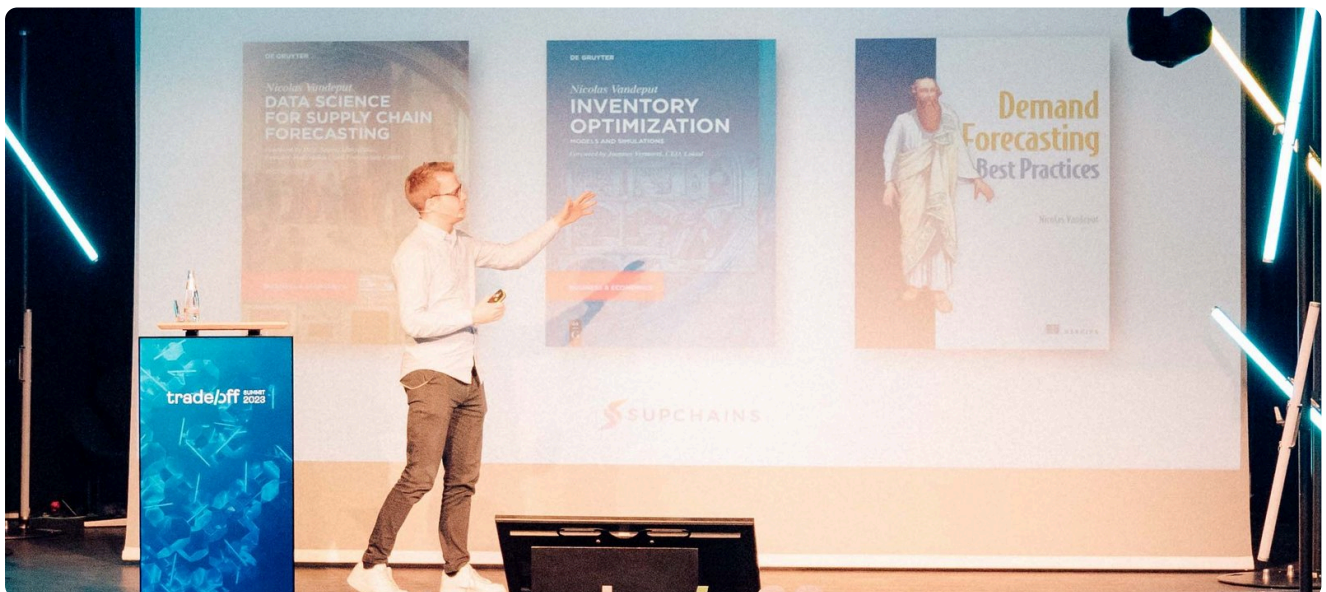


Jon San Andres
Director Center of Excellence Supply Chain
Planning, Bridgestone
Automotive parts

"We successfully moved away from legacy forecast accuracy metrics and implemented Forecast Value Added framework across all business units."



Matti Varheenmaa
Global Supply Chain Manager, Qnity Electronics
Electronic materials



The method behind these results is public. Our founder wrote it down in three books, with around 15,000 copies sold. Its short form, the 13 practices of the SupChains Way, is free at supchains.com/supchains-way.

Start with a proof of concept on your own data

You see what the model delivers before you commit to a service.

2-8 weeks

From your data to the result. The time it takes to clean your data sets the length.

Workshops

Online or on site. We review your demand planning process, agree the granularity and the horizon your supply decisions need, and set your objectives.

Data

We collect and clean your data and insights: the promotion calendar, product status and launch dates, sell-out, customer stock and forecasts, prices.

Back-test

We hold back your latest months, so the model never sees them. Then we forecast them one cycle at a time, as in real use.

Readout

You see error and bias per product group. You also get a data quality report, a readout with your team, and one month in the App.

What we need

Your sales history, product hierarchy and product transitions, for your whole portfolio.

What you get

Our forecast against a moving average, and against yours if you share it, on months the model never saw.

Confidentiality

A standard mutual NDA covers your data.

What sets the price

The number of products, the complexity of your data, and the days we spend on site.

What comes next

Forecasts as a Service with support for your planners, or a licence. You decide only after you see the result.

Start a proof of concept

supchains.com/lets-talk

Forecasts as a Service: we run the engine, every month

After the proof of concept, we deliver forecasts every month. Your planners enrich them with their own insights.

○ You send the month's data

Sales, orders, stock, promotions and launches, in formatted input files. Your team also keeps product and customer data up to date, including code changes and transitions.

○ Data validation and demand forecast

We validate your data, share a data quality report and forecast your whole portfolio.

○ Planners review and enrich the forecast

In the App or in your planning software, with our forecast as the baseline. Then they use it in their planning.

○ We review the input data and forecast together

A monthly meeting goes through the data inconsistencies and the Forecast Value Added of each step, tracked in the App.

○ We maintain and upgrade the model

We run the engine for you. We retrain and upgrade the model regularly, and we add new drivers when your business changes.



Coaching for your planners

During the first months, we coach your planners. They learn when to trust the engine, when a change is justified and how to read Forecast Value Added.

Questions clients ask us

Does it work on our data?

We check your data thoroughly, every month. Collecting and cleaning data is our core expertise. The proof of concept shows the result on your data before you commit.

⚠ Data Inconsistencies	
Transit POs	3,044 rows
Transitions	924 rows
Sellout	334 rows
Transactions	103 rows

Each month, the App counts the data inconsistencies it finds, by type. Demo data.

Our demand is intermittent, with a long tail.

Our engine is specifically designed for products that sell only a few times a year. It learns from similar products and from the usual ordering patterns of your customers.

Our data is not ready.

We start from the data you have. Cleaning it is part of the project.

Can we start with one region or one product line?

We advise against it. We would clean the data twice, once for the pilot and again for the rest. A result on one region also convinces only that region.

We already pay for planning software.

Great. It keeps running your planning, now with better forecasts from us.

Want to see what this would deliver on your own data?

Tell us about your products, your data and your planning goals. We reply with a first read on what our model could deliver.

[Start a proof of concept](#)

supchains.com/lets-talk

zooplus

sanofi



Pernod Ricard

KitchenAid

MAERSK



GOODYEAR

Danfoss

BRIDGESTONE



Qnity

Vantage

Animalcare GROUP

MANE

SCAPPINO

Duvel