



# DemandCaster

*DemandCaster is supply chain planning as you've always imagined. Powerful. Intuitive. Architected to evolve as your business grows.*

## The DemandCaster Planning Suite

- ✓ Demand Forecasting and Planning
- ✓ Supply Planning
- ✓ Sales and Operations Planning (S&OP)
- ✓ Inventory Planning and Optimization
- ✓ Distribution Requirements Planning (DRP)
- ✓ MPS / MRP
- ✓ Capacity Planning

## 10 Reasons to DemandCaster

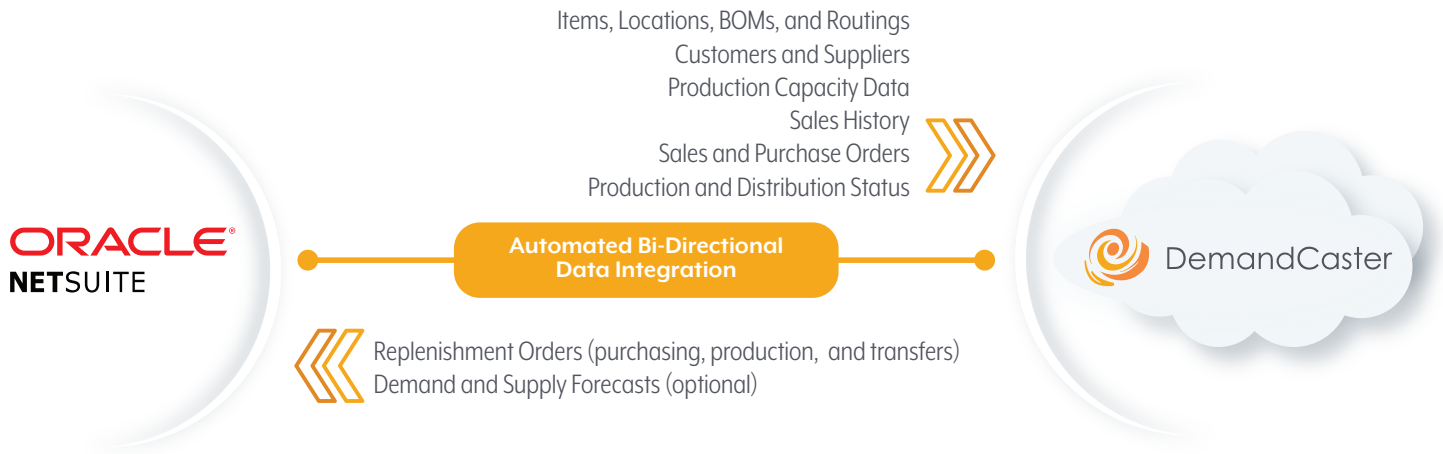
End the spreadsheet madness and risky “gut-feel” decision making. With DemandCaster, you’ll gain the insight and agility you need to plan for the unexpected, delight your customers, and optimize what matters most.

- 1 Sophisticated yet intuitive functionality**  
DemandCaster—designed by a planner—offers a familiar, highly-visual interface that empowers new and experienced staff to make timely, informed decisions.
- 2 Advanced demand and supply planning, along with support for S&OP**  
Supports cross-functional consensus-based planning that aligns operational and financial objectives resulting in an actionable MPS and MRP.
- 3 Expert forecasting engine with “pivot-like” multi-level modeling**  
Enables forecasting at any level of your hierarchy. Uses multiple statistical algorithms to generate a best-fit forecast that accounts for seasonality, outliers, causal variables, and other factors.
- 4 What-if scenarios for plan simulation**  
Create scenarios applying demand plans, data from NetSuite, and configured planning policy settings to assess the impact of various approaches and assumptions.
- 5 Advanced financial modeling**  
Allows for planning at unit, revenue, and margin projection levels using pricing tables, average pricing, and cost. Supports inventory projections over time to assess working capital needs and investments.
- 6 New product introduction planning**  
Includes built-in item linking that leverages historical or like-product forecasts to generate plans for new products.
- 7 Multi-location inventory optimization**  
Plan and optimize time-phased inventory in one or multiple locations. Assign each item location-specific settings such as safety stock model, forecast consumption, and minimum order quantity.
- 8 Time-phased MRP with BOM explosion**  
Explode finished good demand through a multi-level bill of materials generating a full MRP and exception-based make, buy, and transfer recommendations.
- 9 Custom reporting and analytics**  
Includes custom reports and a wide array of decision support analytics such as recommended planning approach, business importance classification, lead time, order point, and others.
- 10 Bi-directional integration with NetSuite**  
Automated, bi-directional integration with NetSuite via SuiteScript API increases efficiency, reduces errors, and enables plans to be executed at the click of a button.



## DemandCaster Integration: Built for *Your* NetSuite

DemandCaster to NetSuite integration leverages NetSuite's SuiteScript API. In addition, DemandCaster's automated data management service is highly configurable to precisely match your particular NetSuite data model—so everything works as one from day one. Adaptable and flexible, DemandCaster also supports both unidirectional and bi-directional integration so you're always in complete control of when and how data flows between each system.



## DemandCaster Delivers Significant Business Value for NetSuite Users



### STM Brands Cuts Costs and Boosts Margins

STM Brands, a maker of high-quality, award-winning accessories for tablets, laptops, and phones, was meeting customer demand, but at profit-draining cost, resulting primarily from expedited air freight expenses. The company traced the root cause to their spreadsheet-based planning processes. With data-driven insights into its supply chain made possible by DemandCaster, the company was able to keep pace with demand, reduce its shipping costs and get its profit margins back on track.

Benefits realized:

- Increased gross profit margin by 5%.
- Increased operating margin by 20%.
- Improved collaboration across sales, procurement, and production.
- Reduced use of costly air freight by 50%.

*“DemandCaster has enabled us to move away from ‘gut-feel’ decision making. Now our decisions are insight-driven and based on what we see in the data.”*

Ethan Nyholm, President & Co-Founder



### TCHO Moves from Reactive to Proactive

TCHO, a maker of artisan chocolates in a multitude of product SKUs, was experiencing stockouts and lower service levels, which put customer retention at risk. The company was unable to accurately forecast demand beyond two weeks out, which left it in permanent reactive mode. Integrating DemandCaster with their NetSuite ERP system enabled TCHO to start planning proactively for demand, while reducing inventory costs and significantly improving customer service.

Benefits realized:

- Improved on time in full shipments by nearly 20%.
- Increased production by more than 50% while maintaining or exceeding service levels.
- Achieved greater than 4x reduction in critical out-of-stock items.
- Reduced finished goods' days of supply (DOS) by 63%.

*“With DemandCaster, it’s like I can see the future. I can better anticipate what’s coming next and as a result, take preemptive action.”*

Janet Poeschl, SVP, Supply Chain and Innovation



DemandCaster

To learn more about DemandCaster, visit [SuiteApp.com](http://SuiteApp.com) or [Demandcaster.com/NetSuite](http://Demandcaster.com/NetSuite)