

A person in a blue suit is holding a tablet that displays various data visualizations, including bar charts, line graphs, and a circular gauge. The background is a blurred industrial factory environment with robotic arms and sparks flying, suggesting a manufacturing or industrial setting. The overall lighting is warm and focused on the person and the tablet.

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***WE LOOK FOR WHAT'S HIDDEN
BEHIND THE DATA***

SILVERMEDIA CLOUD DEMAND FORECASTING

SILVERMEDIA CLOUD DEMAND FORECASTING IS A SOLUTION FOR SALES-PRODUCTION AND DISTRIBUTION ENTERPRISES THAT WANT TO AVOID THE LOSSES THAT RESULT FROM FAILING TO RESPOND EFFECTIVELY TO MARKET DEMAND

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CHALLENGES

- Ensuring the most accurate possible demand forecasting for the Client's products from a long term perspective
 - Making predictions based on many different data sources
 - Being able to make use of an organisation's expert knowledge
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- The data possessed by an organisation comes from numerous unrelated sources
 - Budget rather than technical factors take precedence in the forecasting process
 - Statistical forecasts are questioned by sales and marketing departments



NEW SOLUTIONS

- Applications that use the client's integrated data sources
 - Predictions made with machine learning
 - The possibility of implementing expert knowledge in applications
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- The tool helps significantly automate the forecasting process
 - Knowledge of decisions made remains in the application and does not disappear with the person
 - Greater accuracy in decision making



.RESULTS

- Limiting lossess connected with product availability
 - The right allocation of working capital and the maintenance of an appropriate inventory structure
 - Scalability in terms of product volume – S&OP processes are initiated properly
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- Reducing lost sales by improving product availability
 - Freeing up working capital by maintaining inventory structure
 - Reducing utilisation by responding effectively to market demand

CUT LOSSES - IMPROVE RESPONSE TO MARKET DEMAND BY USING MACHINE LEARNING



REDUCING COSTS

- Effective and accurate analysis of demand, which results in competitive advantage
- Determining the optimal inventory level for products
- Optimal resource allocation to minimize inventory stagnation



IMPROVING PRODUCT AVAILABILITY

- Using efficient and accurate machine learning algorithms to more accurately predict demand
- The possibility of revising forecasts so as to take into account expert knowledge
- Improving forecasting accuracy



OPTIMISING WAREHOUSE STRUCTURE

- Reducing level of frozen working capital
- Decreasing level of product utilisation
- Improving distribution of products in the sales-distribution chain

PREVENT THE ERRORS AND LOSSES THAT RESULT FROM FAILING TO RESPOND EFFECTIVELY TO MARKET DEMAND. IMPROVE THE ACCURACY OF LONG-TERM DEMAND FORECASTS BY 15-40% BY OPTIMIZING AND AUTOMATING YOUR PLANNING PROCESS.

SILVERMEDIA CLOUD DEMAND FORECASTING BASED ON MICROSOFT AZURE SERVICES COMBINED WITH MACHINE LEARNING

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USING ADVANCED MATHEMATICAL METHODS AND MODERN SOLUTIONS TO ANALYSE THE SUPPLY CHAIN IS NOWADAYS SEEN AS AN APPROPRIATE AND NECESSARY APPROACH. THIS IS BECAUSE, BY IMPROVING THE QUALITY OF OUR DEMAND FORECASTING METHODS WE CAN QUICKLY GET A RETURN ON OUR INVESTMENTS. SUCH A STRATEGY IS ESSENTIAL BECAUSE MORE AND MORE ENTERPRISES ARE USING THEIR DATA TO OPTIMIZE THEIR BUSINESS PROCESSES, WHICH TRANSLATES INTO INCREASED PROFITS.



MICROSOFT AZURE CLOUD SOLUTION

The ability to integrate multiple data sources, greater processing speed and the use of the Azure application platform, allow organizations to streamline their business operations and improve product margins



AZURE MACHINE LEARNING

Advanced algorithms optimize contact between sales and operational areas, thereby ensuring valuable results following implementation in a well-managed Azure Machine Learning environment



REPORTING IN POWER BI

Reporting that guarantees accuracy, transparency and reliability of analyses based on analytical models and Business Intelligence