o9

Revenue Management

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Sense, analyze and shape activities to optimize revenue potential.

Improve forecast accuracy and sales adoption.

Drive significant bottom-line value

Increase success of new product launches with smoother transitions

Why Customers are Upgrading

Develop plans on current market insights: Make fact-based decisions with real-time data in one place to create effective growth plans.

Apply growth drivers towards optimal spend allocation: Gain insights into incremental sales from essential growth drivers based on data and analytics.

Better Managing Complexity of handling omni-channel, multi-region, large product portfolio

Learning Engine: o9's AI/ML framework learns from multiple historical drivers to produce a better forecast considering all the planned initiatives and events in the future**.**

Build a culture for Analytics powered NPI: Develop deeper institutional knowledge to support NPI programs

Consolidate Initiatives across the organization: Increase productivity without scattered spreadsheets for better ideation, planning and post execution ROI measurement

Top Use Cases

Leading Indicators, Market Driver Based Forecasting

Python & R-based ML/AI models for Forecasting

Sell-out vs. Shipment based forecasting for retail and distribution channels

Forecast Accuracy, Bias Post Game Analytics & Continuous Learning

New Product Ideation Collaboration

NPI Business Case Management - Stage Gate Process

Sales & Marketing Initiatives Management .

NPI/Product Portfolio Analytics

Pricing/Trade Promotion Analytics

About o9 Solutions

o9 Solutions is the premier AI-powered platform for driving digital transformations of integrated planning and operations capabilities. Whether it is driving demand, aligning demand and supply, or managing P&L, any process can be made faster and smarter with o9's AI-powered digital solutions. Bringing together technology innovations—such as graph-based enterprise modelling, big data analytics, advanced algorithms for scenario planning, collaborative portals, easy-to-use interfaces and cloud-based delivery—into one platform.