

# BRISTLECONE

## Case Study

# MAJOR NORTH AMERICAN AUTO PARTS MANUFACTURER

**Taps into AI/ML-Powered Demand Forecasting Solution to Improve Forecast Accuracy and Reduce Inventory Costs**

## INTRODUCTION

The manufacturing industry is a wild ride, with companies constantly trying to stay ahead of the game. But one of the biggest challenges manufacturers face is demand forecasting. It's like trying to predict the weather – you never really know what's going to happen. And when it comes to launching new products, it's even more daunting. That's why one of Bristlecone's key customers, a major North American auto parts manufacturer, chose to leverage Bristlecone's award-winning advanced AI and ML-powered demand forecasting and sensing solution, Demand.ai.



*The customer was relying on statistical forecasting to predict demand, but forecast accuracy for new product launches was way below industry standards – around **17%**. As a result, they had excess inventory, which was costing them millions of dollars annually. But then, in came Demand.ai, the superhero of demand forecasting.*

## PREDICTING THE FUTURE

Demand.ai is like a crystal ball for the manufacturing industry. It uses advanced machine learning algorithms to collect, curate and model external demand drivers like market saturation, total available market size, units sold on e-commerce platforms, original equipment price, and more. And with this information, it can accurately predict how many products will be sold in the coming months.

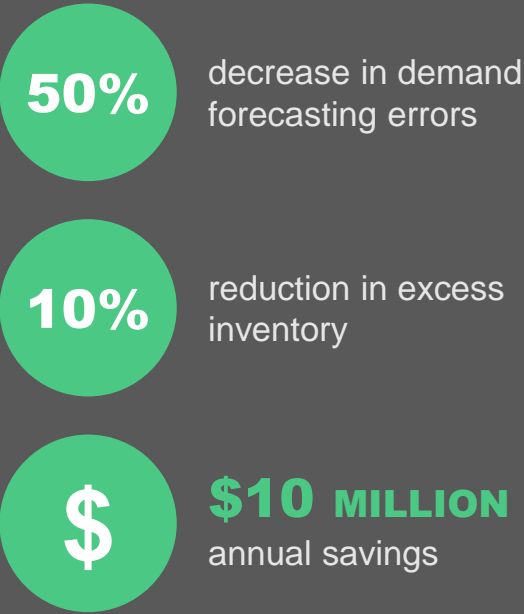
# ENABLING INFORMED DECISION-MAKING

But it’s not just about predicting the future – it’s also about making well-informed business decisions. Demand.ai collates market signals and correlates them to demand patterns, ensuring that each product category is assigned a model with the highest accuracy. And the user has the flexibility to select any ML model they like.

# IMPROVING FORECAST ACCURACY

With Demand.ai, this manufacturer has reshaped their entire forecasting process. It brought consistency to the new product launch process, enabled ease of use for product managers, and is generating actionable insights from external data. And the results are astounding – a 50% decrease in demand forecasting errors for new product launches. This enabled the company to optimize their inventory and reduce excess inventory by 10%, saving them approximately \$10 million annually.

## THE RESULTS



## CONCLUSION

Demand.ai has unlocked a new era of ML-backed strategic decision-making for this customer. By leveraging advanced machine learning algorithms to collect and model external demand drivers, Bristlecone is enabling manufacturers to make more informed decisions, improve demand forecast accuracy and reduce excess inventory. It’s like having a superhero on your side, fighting the battle for you. With Demand.ai, manufacturers can stay ahead of the curve and remain competitive in an ever-changing industry.