Zebra
Workcloud
Forecasting & Analysis™

Enterprise Forecasting

Workcloud Enterprise Forecasting

An accurate and unified forecast of consumer product demand for retailers and consumer products companies

"Our consumers can look for us everywhere—on our website, in our stores, or through our online and brick-and-mortar distributors. We can no longer treat these as unconnected worlds, and our ability to meet our customers' needs requires an accurate forecast of demand, encompassing them all, to drive our planning processes."

Shifts in consumer buying behavior—due to inflation, supply chain issues, weather, or who know what's next—result not only in increases or decreases in overall demand, but equally important, the dramatic shifting of demand to different online or physical locations.

Today, organizations that serve consumer needs leverage more and localized data, plus tested, AI-constructed models to drive a more accurate forecast of how demand will play out over this complicated and entwined shopping environment.

Zebra Workcloud Forecasting and Analysis—Enterprise Forecasting
Generating a cohesive and accurate forecast for consumer demand

The Backbone—Unrivaled Forecast Accuracy
Zebra Workcloud's best-in-class forecast identifies the relevant demand drivers to determine the real need for a product at any point in time. Leveraging Zebra Workcloud's extensive demand forecasting library, the module learns and self-tunes to generate highly accurate forecasts for all products including new, slow-moving, and end-of-life products. That accuracy becomes self-propagating with each forecasting round, streamlining the planning process and enabling the best decisions.

The solution achieves a unified demand signal by combining all demand drivers of impact to forecast accuracy—such as price elasticities, promotional lifts, trends, seasonality, and event data—to deliver the forecast at the necessary time and level for the organizational process.
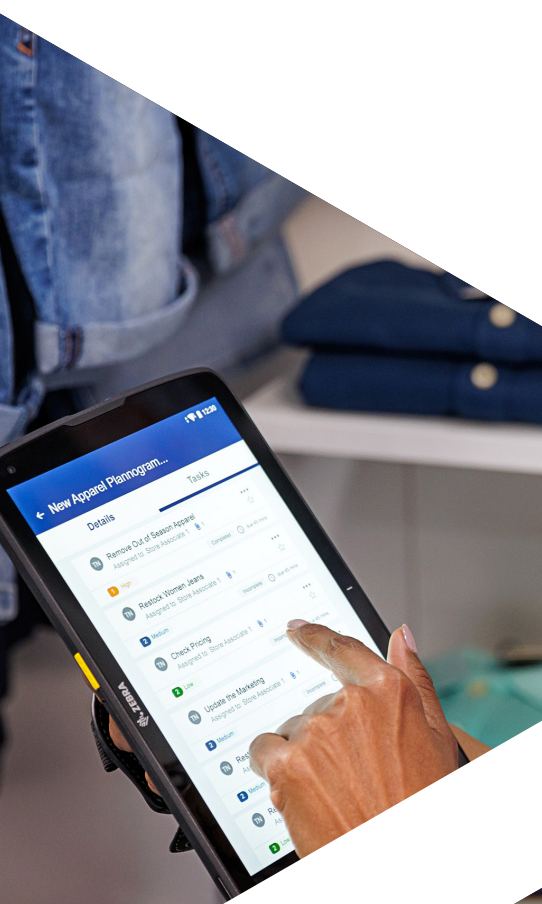
A Unified Forecast Integrated with Omnichannel Operations
From sales planning to demand planning to fulfillment, a unified demand signal helps grow sales, eliminate inefficiencies, and lower costs. Consumer-serving organizations will eliminate the conflicts caused by planning processes that are siloed by channel or function and maximize their overall inventory efficiency by predicting store and online demand, all from a unified view.

The Benefits of Zebra Workcloud's Feature-Rich Solution
A Bottoms-up Forecast that Maximizes Accuracy, Incorporates Price/ Promotions and all Exogenous Data, and Minimizes Bias

Unified Demand Signal—A forecast that adjusts for both the differences in time horizons and the differences between regions, stores, online, and even the fulfillment type, and serves as the connective tissue across financial, assortment, allocation, size, and pricing decisions.

New Product or Location Capable—Ensure that the forecast can cover everything you sell, including all new products and locations before they start selling.

Incorporates Exogenous Data—Key exogenous drivers of consumer demand, like price, promotions and holidays are explicitly modeled and accounted for in the forecast.

Dynamic Aggregation—The right level of aggregation for forecast accuracy is automatically determined by considering data sparsity and slow movers.

Model Selection Expertise—All best-in-class AI/ML open source forecasting models, including artificial neural networks, tree-based models, and classical time series techniques, are leveraged to drive forecast accuracy.

The Flexibility and Power to Address All Business and Data Environments
Extensive Forecasting Libraries—Analytic methodologies that use best in class AI/ML forecasting models to address the specific needs of retail and CPG companies. Such as data sparsity, avoid the impact of fringe sizes, handle new items, and protect unit minimums.

Omnichannel Profiling—Demand profiles that consider store and online sales, down to the SKU and zip code level.

Channel Data Incorporation—Forecasting models and algorithms that seamlessly incorporate channel-specific data to drive accuracy improvement.

Seamless Integration—Forecasting and pricing results delivered through solution integration, feeding other Zebra Workcloud solutions or existing planning solutions.

Scalable Data—AI models capable of digesting data that accounts for every demand driver—including seasonality, price, product lifecycle, trends, and local events.

Cloud Native—Native to the cloud with scalable distributed processing.

Our Solutions are Built Upon Zebra Workcloud's World-class AI Demand Forecasting

Unified Demand Signal

Adjust for the differences between regions, stores, online, and even the fulfillment type, and serve as the connective tissue across financial, assortment, allocation, size, and pricing decisions.

Dynamic Forecasting Libraries

An analytic methodology to address data sparsity, avoid the impact of fringe sizes, handle new items, and protect unit minimums.

Omnichannel Profiling

Delivering demand profiles that consider store and online sales, predicting down to SKU and location.

Seamless Integration

Delivers pricing and forecasting results through simplified solution integration, feeding either Zebra Workcloud Inventory Optimization Suite or existing ERP solutions.

Scalable Data

AI models capable of digesting data that accounts for every demand driver—including seasonality, price, product lifecycle, trends, and local events.

Cloud Native

Built natively in the cloud with scalable distributed processing.

"Zebra Workcloud's Enterprise Forecasting, not only delivers on its promises, but has gone above and beyond to design a solution that truly delivers superior results."

Contact your Zebra Partner or visit **zebra.com/contact** to request a meeting with our sales team to learn more about Zebra Workcloud Enterprise Forcasting.

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