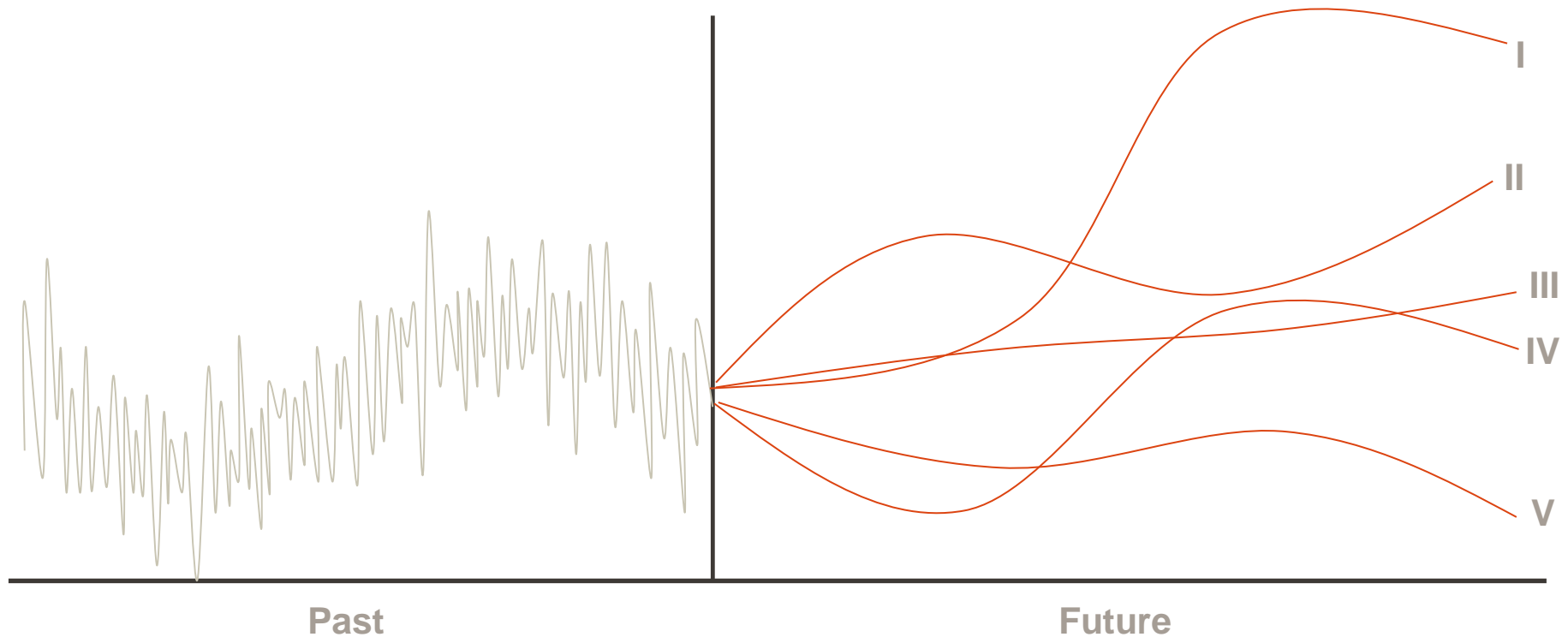


85% of CEOs expect more
turbulence and complexity
in the years ahead

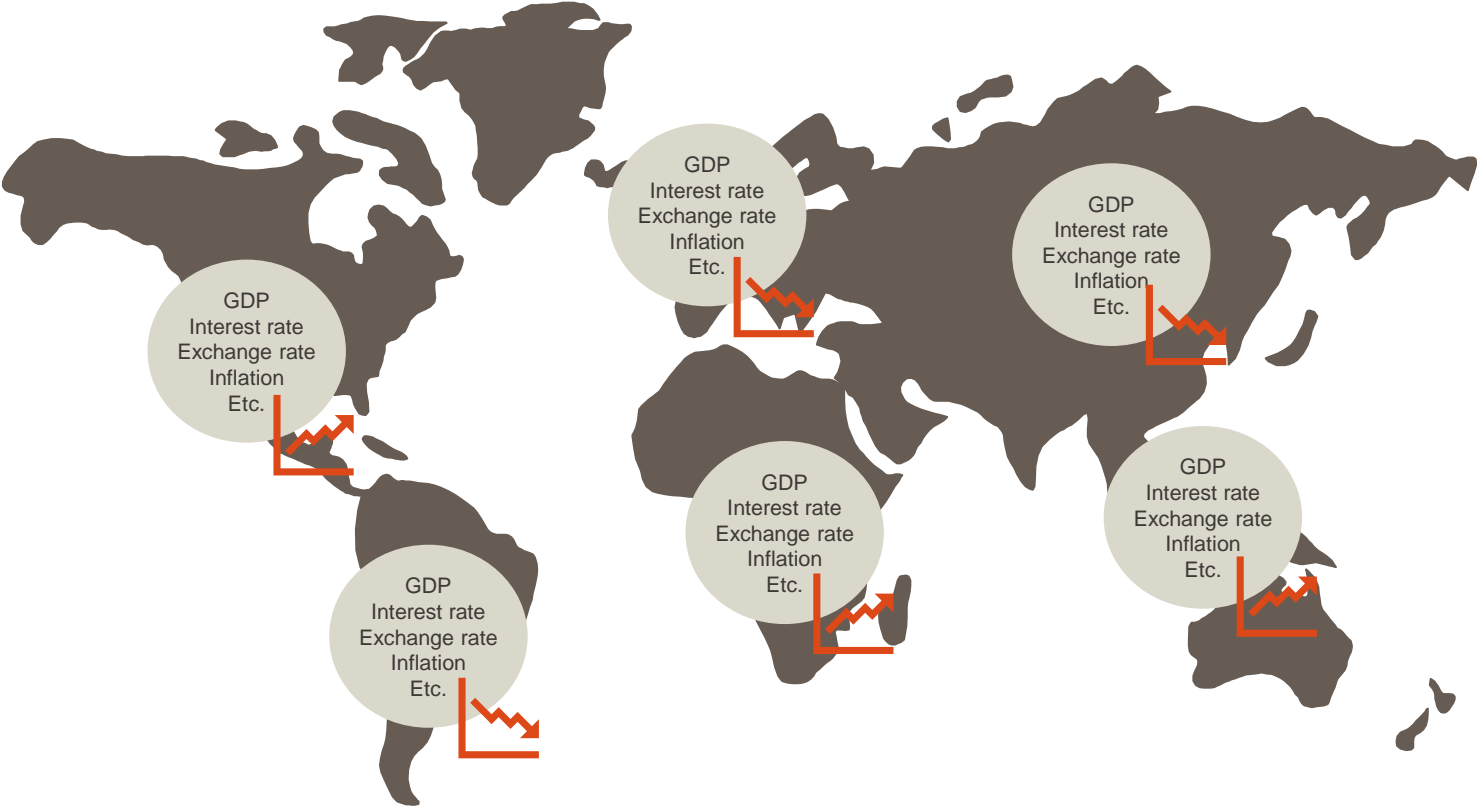
Data driven scenario analysis

”What does the world look like in 1-3 years time?”

”And how will that affect us?”



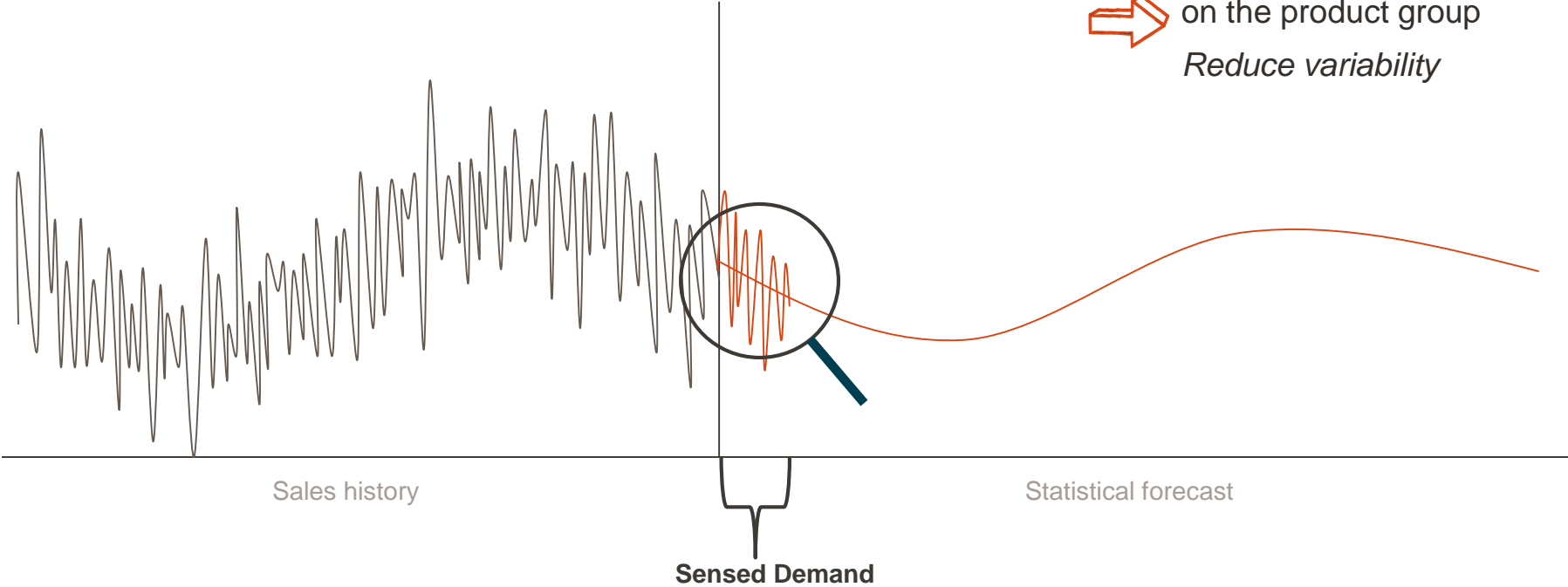
Data driven scenario analysis



Quantitative
impact on our
organization from
changing market
conditions

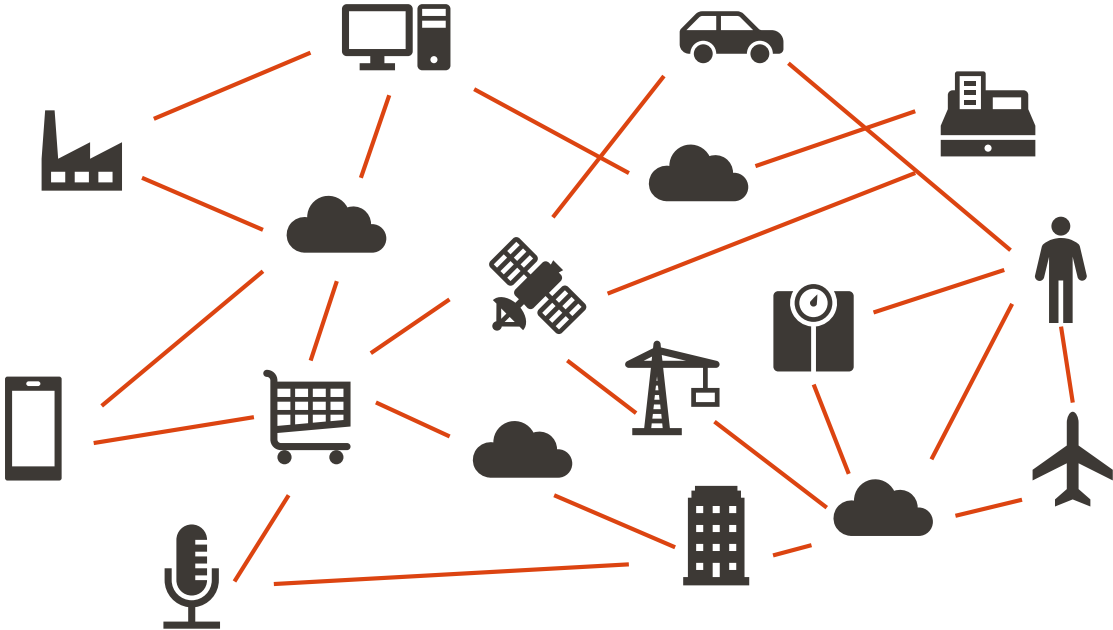
Demand Sensing differs from Traditional Statistical forecast

➔ Being right on the **volume** on the product group
Reduce variability



➔ Being right on the **mix** in the right place in the right time
Increase variability

First law of IoT: "Everything that can be connected will be connected"



Massive amounts of data being generated equals a big opportunity for optimizing the supply chain

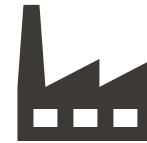
IoT impacting both demand and supply

Primarily demand side adjustments and transparency



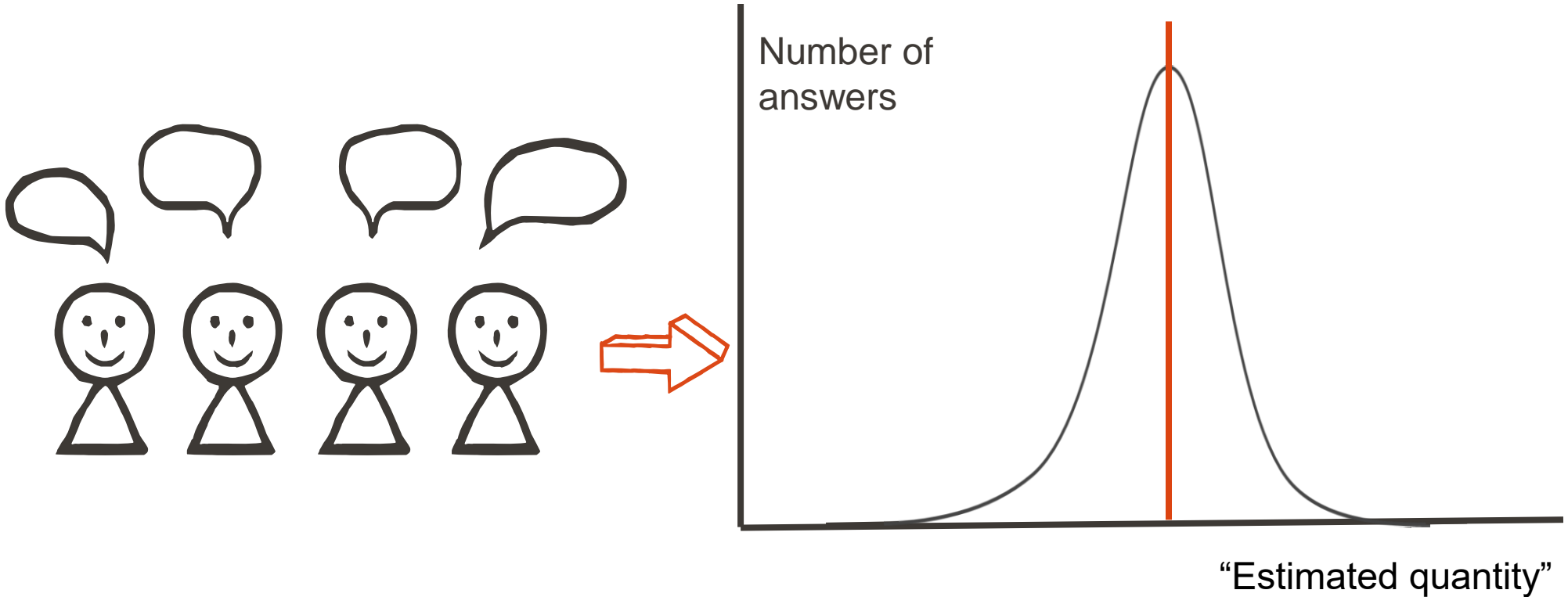
Real time / Near term

Primarily supply side optimization and planning



Medium term / Long term

The Wisdom of Crowds: Why the Many Are Smarter Than the Few



Qualified input

Probability distribution

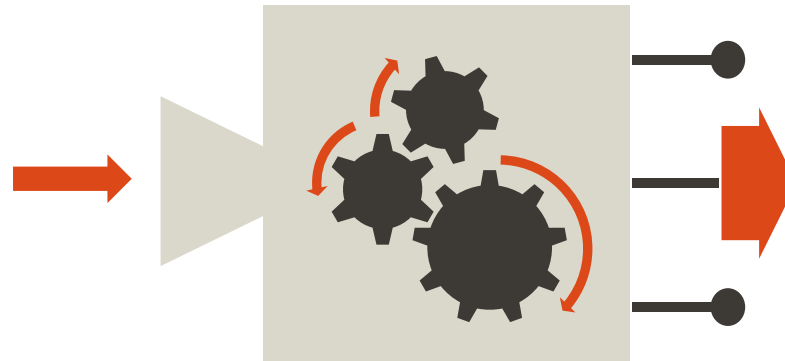
Gather all the subjective data out there using new technologies available

POLL

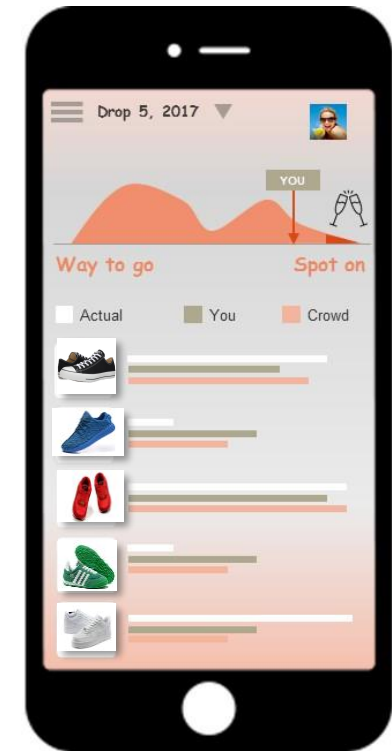


ENGINE

Transforming crowd data into information



ANALYTICS



Rapid prototyping: “First do it – then fix it!”

It is better to be approximately right
than exactly wrong.
With the improved knowledge, we
may choose to refine or alter the
goal.

W. Edwards Deming

