Synchronize Your Demand Planning For Better Results with Persistent Intelligent Consumer Analytics Platform (PiCAP)

Persistent Intelligent Consumer Analytics Platform (PiCAP) drives collaborative insights across your teams so you can proactively make more strategic decisions and achieve better results.

Partnering with some of the world's leading Retail and CPG companies, our AI-powered enterprise analytics platform has demonstrated the power of collaborative insights innumerable times.

\ Improved forecast accuracy (10-15%)

\ Reduced inventories (10-40%)

\ Reduced stock-outs (5-15%)

Too many moving parts disrupt effective demand planning

Are you:

\ Struggling to optimize inventory while balancing changing consumer preferences, geopolitical volatility, and profitability?

\ Trying to navigate the fine line between strategic vision and tactical "business-as-usual"?

You have mastered every functional tactic: SKU rationalization, price optimization, deep consumer understanding in every market, and more.

These reliable approaches have delivered successful results in many challenging scenarios over the years. But they are no longer enough to tackle the moving pieces of the modern demand planning puzzle. While high geopolitical volatility and shifting consumer needs demand rapid short-term measures, sustained profitability and stringent ESG oversight require that every move is underpinned by strong collaboration.

It's time to build a new playbook with PiCAP.

Unlock Smart Complexity

Today, the influence of multiple variables on inventory optimization and demand planning is more significant than earlier. These variables span business functions and ecosystem participants and many of them are external. In this scenario, identifying the right mix of causative factors that shape a dimension of demand planning, such as consumer demand during a season or vendor risk management in a region requires.

A unified platform that leaves out no perspective and gives your teams a 360° view — Eliminate conflicting signals from siloed systems across supply chain, operations, marketing, and finance.
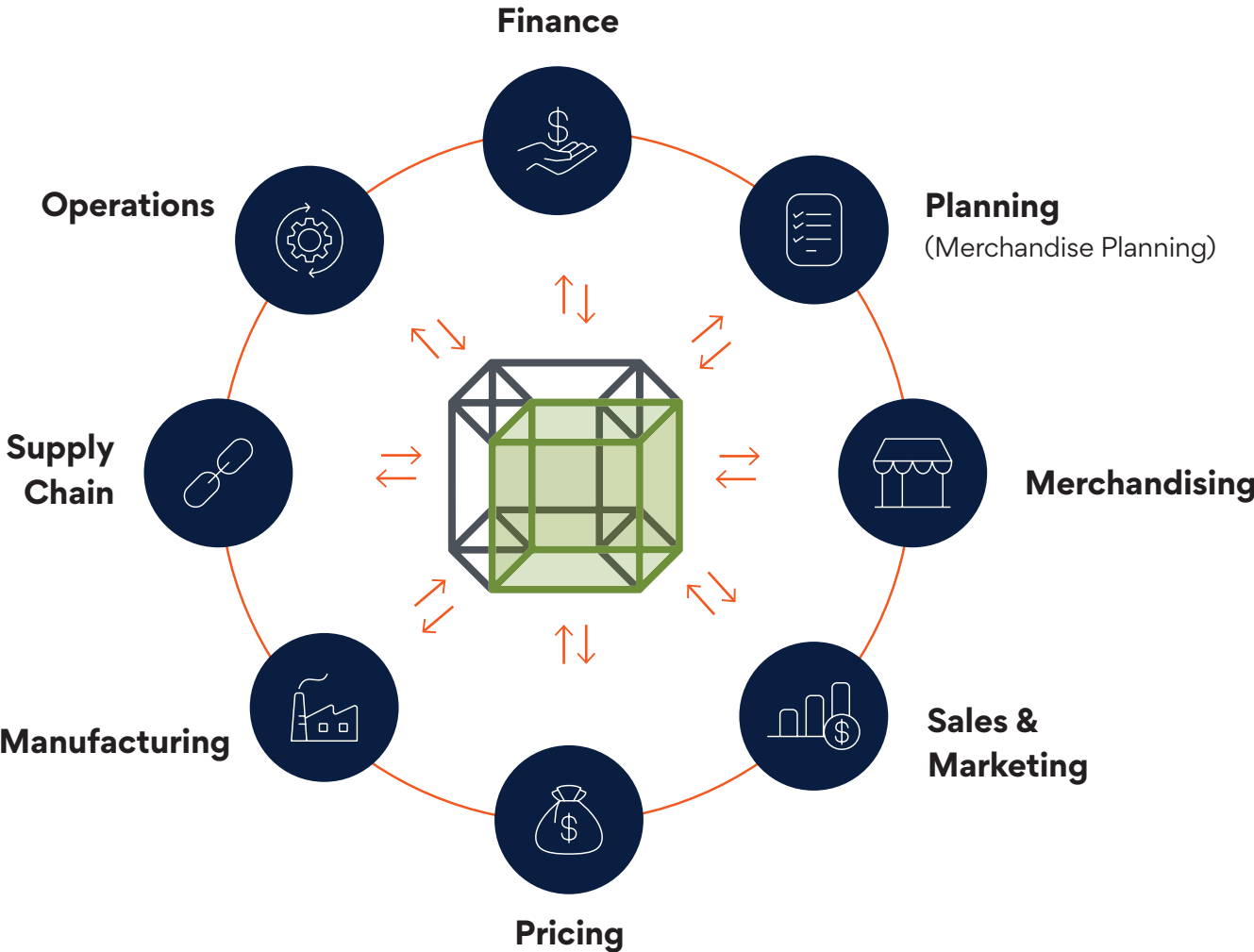
Tapping into collective intelligence that consolidates every outlook — Empower people across teams to contribute their knowledge and experience to every decision.

Your biggest competitive advantage is the combined foresight of your teams

Your teams can use the Hypercube architecture to balance fast-moving factors, collaborate on the go, and make rapid decisions for tactical wins and continued strategic leadership.

Our PiCAP team will help you harness cross-functional data and process insights on a single platform for concurrent planning.

Achieve better results with a unique, big-picture understanding built on collaborative knowledge

Other demand planning solutions	PiCAP unified demand planning solution with hypercube architecture
\ May provide unidimensional insights that exclude risks and anomalies.	\ Provides a shared and consistent understanding of demand, opportunity, risks, and constraints, as well as AI-driven insight into trend and seasonality anomalies.
\ May offer restricted, unclear views of organization-wide demand drivers and their contribution.	\ Facilitates the visibility and actionability of demand drivers across all business functions.
\ May not empower every user in any team to slice and dice combinations of variables.	\ Supports dynamic slicing of the data to represent any cross-section of the enterprise from which constituents can seamlessly view, plan, and collaborate within and across business functions in the KPI of choice.
\ Cannot be leveraged to solve varied business problems due to their limited nature.	\ Enables informed, agile, and fluid operational orchestration at each touchpoint.

Game-changing prowess with hypercube capability

Persistent's Enterprise Intelligence can help you:

\ Optimize replenishment with **10% reduction in inventory investment**

\ Place demand-aware inventory with **3-5% sell through improvement**

\ Create hyper-localized store assortments with **2-4% gross margin improvement**

\ Deliver a seamless omnichannel experience

Success Stories

From Planning to Action:
Accelerated decision-making process for a Fortune 10 global retailer

Challenge

Siloed processes, minimal collaboration with inconsistent KPIs, and no simulation capabilities for key decision-making processes.

Solution

Created a common enterprise demand signal platform mapped to each function's specific KPIs. Enabled aligned investment decisions and scenario analysis for the first time.

Results

\ Improved inventory mix decisions

\ Significantly enhanced collaboration

\ Reduced strategic planning time from 3 months to 3 weeks

Partners in Wine:
Increasing granular demand forecast accuracy for a global wine and spirits company

Challenge

Complicated 3-tier US distribution system with complex regulations and a variety of channels resulting in item shortages and suboptimal production and inventory planning.

Solution

Developed a 24-month demand forecast at the item level for thousands of distribution points.

Results

\ 33% improvement in Item / Distribution center forecasting level – Accuracy improved by 15 points

See
Beyond,
Rise
Above

Speak with us to start achieve significant financial results quickly and cost-effectively using our AI-driven Hypercube-based demand planning platform.

Contact Us

About Persistent

With over 23,000 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 268% growth since 2020, Persistent is the fastest-growing Indian IT Services brand according to Brand Finance.

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