SUCCESS STORY

AI-Integrated Platform Success Story

ERP Forecasting for SKU & Customer-Level Visibility

Document Type	Date	Version
Case Study Report	**10/01/2025**	**1.0**

Mid- to Large-Scale Enterprises

DOCUMENT TYPE	CLIENT TYPE	LOCATION
ERP Forecasting & Planning	500+ Employees	India

Sector Focus: Manufacturing, Retail, and Wholesale operations that demand high planning accuracy across dynamic customer and product portfolios.

Executive Summary

For organizations struggling with fragmented tools and spreadsheet-led forecasting, Translytics introduced an AI-powered decision engine integrated directly with ERP systems. The platform enabled customer- and product-level forecasting, root-cause deviation analysis, and dynamic alerting — resulting in significant improvements in planning precision and decision speed.

~10%	70%	100%	2×
Forecast Accuracy	Lower Data Effort	Demand Visibility	Faster Decisions

Challenge

Disjointed tools and traditional ERP systems led to:

Poor Forecast Accuracy

- Siloed data and spreadsheet dependency
- Inability to track customer-level fluctuations
- Manual cleansing of inconsistent ERP data

Lack of Root-Cause Visibility

- No automated deviation tracking
- Delayed response to demand changes
- Difficulty analyzing SKU-level performance

Business Impact

- $ High manual effort in forecasting
- Slower planning cycles
- Missed demand patterns across regions & customers

Solution provided by: Translytics

AI-Driven ERP Forecasting & Decision Engine

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Translytics

Solution

Translytics AI Decision Engine for ERP

Designed to enhance demand planning from within ERP systems — with zero disruption to existing processes.

AI Forecasting

- SKU- and customer-level forecast modeling
- Adaptive learning for seasonal & volume shifts

Root-Cause Analytics

- AI-identified drivers of deviation (promo, outliers, gaps)
- Continuous improvement loop

ERP Integration

- Real-time data sync
- No need for parallel planning tools

Impact & Results

Qualitative Improvements

- Unified view of customer and product demand
- Faster and smarter forecast revisions
- Planning agility across supply, sales, and procurement
- Reduced dependency on manual data ops

Annual Impact Projection

~10%	70%	100%	2×
Forecast Accuracy	ERP Data Handling Effort	Demand Visibility	Decision-Making Speed

Technology & AI Implementation

AI & Machine Learning Components

- Demand forecasting engine
- Trend-based model adaptation
- Root-cause analytics engine

Integration & Platform Features

- Plug-in ERP connectors
- Auto data mapping and sync
- Forecast override & version control

Future Enhancement Roadmap

Phase 2: Advanced AI Forecast Overrides

Allow planners to override with reason codes & scenario impacts

Phase 3: Performance Scorecards

Track planner effectiveness and forecast confidence levels

Phase 4: External Signal Integration

Include market trends, competitor data, and pricing influence

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