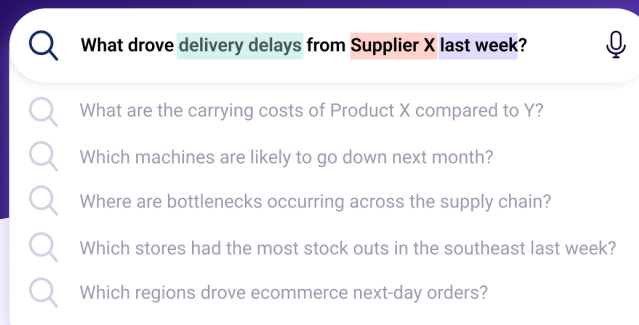


# Supply Chain Analytics



Gain a holistic, data-driven view of key drivers impacting your CPG's supply chain for greater efficiency and lower cost



## Supply Chain Analytics Challenges Today

CPG companies face a wide range of issues getting value out of supply chain analytics today. Seasonality, promotions, and changing consumer preferences often cause varying demand patterns. Analyzing and optimizing today's complex supply chain systems is difficult, as the interactions between different parts of the supply chain are not simple—for example, a disruption in production means a revision in inventory levels to avoid stockouts and potential financial impact of penalties for missed delivery deadlines. In addition, fluctuations in customer demand and external events can make forecasting seem like an insurmountable task. On top of everything, the various planning, production, logistics, and inventory systems don't interop very well, hindering a holistic view of the supply chain and legacy analytics providers do not allow for quick turnaround of analysis.

Supply chain analytics can be fraught with challenges, but AI-powered analytics can help.

## AI-Powered Analytics for Supply Chain Analysis

Tellius is a modern AI-powered analytics platform designed to overcome the challenges associated with supply chain management. The platform allows you to quickly bring together your POS, supplier, demand, and production data to better inform demand forecasting. Tellius helps CPG companies keep up with the pace of change by enabling easy ad hoc analysis with natural language search and automated insight generation. With real-time analytics, supply chain teams can automatically detect outliers and anomalies, and be alerted when there are changes to inventory levels, or the order fulfillment process.

The Tellius AI-powered analytics platform allows domain experts in supply chain to get the most value out of their analytics strategy. The platform offers:

Real-time visibility into inventory levels, production progress, and order fulfillment via a lightning fast analytics engine with anomaly detection and alerting.

Easy to understand tools for ad hoc data exploration and analysis with a "Google-like" natural language search and automated insight generation.

Improved demand forecasting with the ability to create a single source of truth for all your supply chain data including ERP systems, TMS, POS, supplier, demand, production, and much more with intuitive data preparation capabilities.

## Why Tellius for Supply Chain Analytics

Tellius is an AI-powered analytics platform that enables CPG companies to answer ad hoc questions and get faster insights from multiple sources easier, using ML-automation.



Automatically analyze millions of data points to identify true drivers and root causes to identify disruptions.



Ask and answer critical inventory questions to unlock value for the entire organization.



Predict overstock and stockout situations through AutoML and accessible ML modeling capabilities.



Unify data across all channels, perform last-mile data prep as necessary, and dive into analysis faster in one place.

# SUPPLY CHAIN ANALYTICS USE CASES

## Real-Time Visibility

Tellius unites disparate supply chain data, making it explorable and accessible to non-data experts while unlocking ML-based insights and patterns for real-time visibility into your full supply chain. Tellius also has built-in real-time anomaly detection and alerting allowing supply chain analysts to keep up to date on the latest issues with the supply chain. With real-time visibility with anomaly detection, supply chain analysts can monitor demand fluctuations and adjust inventory levels, production schedules, and distribution strategies in response to sudden changes.

## Enhanced Inventory

With Tellius, supply chain analysts can leverage advanced AI-powered analytics tools to improve inventory management. Point-and-click predictive analytics tools allow every supply chain analyst to leverage regression, classification, and clustering to improve inventory analysis. Classification helps to identify products based on sales, volume, value, and demand variability to help focus resources on high-impact products. While regression analysis can be used for improved promotion planning, SKU rationalization, and lead time analysis.

## Optimized Promotions & Marketing

Data-driven insights help supply chain analysts to plan, execute, and evaluate promotional campaigns more effectively. With Tellius's automated insights, customer segmentation is as simple as a few clicks, segmenting customers based on purchasing behavior, demographics, and preferences. After promotions, supply chain analysts leverage Tellius to understand if promotions lead to stockouts or overstock situations.

## Enhanced Supplier Management

Supply chain analysts leverage Tellius's natural language querying, live dashboarding and reporting capabilities to track and analyze supplier performance based on on-time delivery, quality, lead times, and responsiveness—and take the next step to identify root causes of disruptions or quality problems via automated root cause insights to more quickly identify potential issues and plan mitigation efforts.

## Improved Demand Forecasting

Tellius enables improved demand forecasting by providing a complete picture of all of your data, a lightning fast analytics engine for quick answers, and intuitive tools to simplify analysis. No matter where it lives, Tellius has a way to connect to your data and provide a holistic view into POS to demand and logistics data. The platform enables sub-second response times for business questions. By incorporating all of the relevant data, supply chain analysts can better understand how promotions, discounts, and special events impact demand.

## Success Story

The supply chain team at a CPG company struggled to identify product delay root causes due to inaccessible data stored in legacy databases with no reporting capability and skill gaps.

The team now uses Tellius for easily accessible, up-to-date metric tracking, dashboarding, natural language search for ad hoc investigative work, and automated insights to diagnose what drove process failures and segment identification of processes most prone to failure. Proactively attacking problems, the firm has reduced its aggregate process cycle time by 30%, reacting more quickly to issues while also being able to granularly pinpoint down to the manufacturing plant level where issues arise.

**30%**

**reduction**

process cycle time

**3x**

**increase**

QA process efficiency

**13%**

**decrease**

compliance violations