



# Demand Forecasting Software Category

SPRING 2023  
Customer Success Report





## Demand Forecasting Software Category

Demand forecasting is an organized analytical process that predicts customer demand for services or goods based on historical sales information. This data on future demand helps the vendor to maintain the needed amount of inventory at hand and deliver excellent consumer service. Demand forecasting powers all of an enterprise's plans including demand, supply, manufacturing, purchasing, financial strategies, and material requirements. Therefore, precise demand forecasting is essential for good business development.

Demand forecasting software enables companies to reduce waste by monitoring trends that can impact future demand. This platform improves forecasting governance and eliminates biases or errors in the information. It also minimizes data latency which facilitates real-time data forecasting and planning. In addition to strategic sourcing and procurement tools, demand forecasting solutions are a vital, cost-reducing aspect of supply chain management (SCM) systems.

# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

**The overall Customer Success ranking is a weighted average based on 3 parts:**

## CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

## COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



**2023**

**DEMAND  
FORECASTING  
SOFTWARE**

**MARKET LEADER**





## ABOUT TOOLSGROUP



ToolsGroup's innovative AI-powered solutions enable retailers, distributors, and manufacturers to navigate through supply chain uncertainty. Our retail and supply chain planning suites empower a new level of fast, intelligent decision making and unlock powerful business improvements in forecast accuracy, service levels, and inventory – delighting customers and achieving financial and ESG KPIs. Stay in touch with ToolsGroup on LinkedIn, Twitter, YouTube, or visit [www.toolsgroup.com](http://www.toolsgroup.com).

**171**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

“Thanks to ToolsGroup we have been able to really standardize and centralize the whole S&OP process much more efficiently and with many more users than before. The combination of a leading system component with powerful algorithms plus an easy-to-use web interface to collaborate with our European commercial teams really unlocks full potential to be fully demand-driven.”

IBRAHIM CEBBAN  
SUPPLY CHAIN MANAGER EUROPE, MELITTA

“We chose to replace our legacy system with ToolsGroup's SO99+ software for its proven ability to take many different variables into account to improve forecast accuracy, make optimal tradeoffs depending on customer channel, and ultimately support S&OP.”

SIMON THOMAS  
SUPPLY CHAIN MANAGER, AGR EUROPE, PILKINGTON AUTOMOTIVE

“SO99+ lets us drill down on single SKUs, on product families, or on the total warehouse policy. This means we can now forecast the seasonality for new items, even those that are product substitutions.”

THOMAS SCHUHMAN  
GENERAL MANAGER BUSINESS DEVELOPMENT AND SALES DIRECT MARKETS, MITSUBISHI ELECTRIC

“The ability to generate accurate sales forecasts and define operational plans has allowed Deroma's SI&OP process to deliver a reliable service level to the market while efficiently utilizing production and logistics.”

DEROMA

## TRUSTED BY





**2023**

**DEMAND  
FORECASTING  
SOFTWARE**

**TOP PERFORMER**

