

How Danone Used Predictive Commerce to TRANSFORM THEIR BUSINESS

DANONE'S PLANNING PROCESSES WERE DISCONNECTED AND DISJOINTED

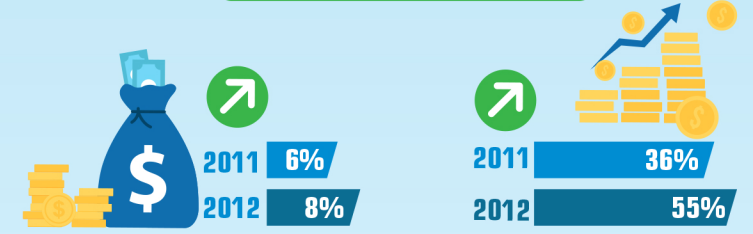
PREDICTIVE COMMERCE ENABLED A COHESIVE PLANNING PROCESS TO IMPROVE DANONE'S FORECASTS

RESULTING IN A SIGNIFICANT IMPROVEMENT IN GROWTH AND RETURN ON INVESTMENT

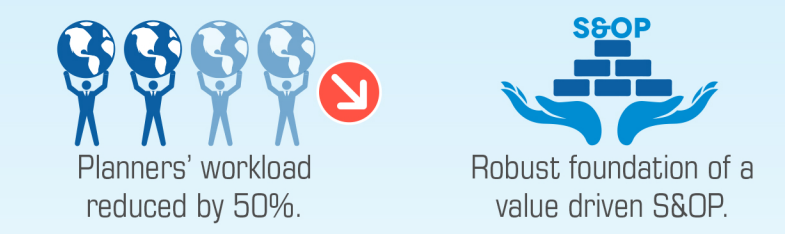


Managing demand volatility puts significant pressure on supply chain KPIs. **PREDICTIVE COMMERCE** is the key to meeting KPI challenges by analyzing both upstream and downstream data from internal and external sources of data – to produce surprisingly accurate forecasts.

Demand Shaping KPIs



Beyond the Numbers



Across the Board Improvements

