



EYEON ROUND TABLE ORCHESTRATING DEMAND WITH BIG DATA



January 25th 2018, 13.00 - 17.00h



Den Bosch or Eindhoven Area (The Netherlands), to be decided



Free of charge



If you (or one of your colleagues) are interested in attending the session please send an e-mail to Kim van Broekhoven: academy@eyeon.nl

Orchestrating Demand with Big Data

With the rise of new data sources, a new era has arrived. Besides traditional Sell In and Point of Sales data, consumers use social media, like Twitter and Facebook, and review sites to share their experiences with products and services. Likewise, consumers search for products on Google before the actual purchase (the zero moment of truth). All this data, not captured in your ERP system, potentially has predictive power and enables a rapid response to what actually happens in the market place.

EyeOn launched a benchmark study to identify best practices in applying (big) data in the demand management process. With results flowing in from Consumer Goods and companies like Philips, Panasonic, Heineken, LG Electronics, Bol.com and Shimano we arrived at a point where we can derive some interesting insights. At the round table these insights will be shared and used to facilitate a fruitful discussion on how to orchestrate demand with big data.

Criteria	Performance					Highlights improvement possibilities
	1	2	3	4	5	
Performance						Considerable improvement potential in forecast accuracy. Stock levels are @ industry standard levels. Decision quality is low mainly due to slow speed
Data quality and availability						Too much discussions on data quality. Data is incomplete, no real consumer data (reviews, sentiments) is collected.
Forecasting demand Process maturity Usage of multiple data sources						Only basic statistics and gut feeling are used to generate a forecast. The usage of point of sales data (sellout and stock in trade) offers possibilities to get to a better forecast.
Sensing and shaping demand Process maturity Usage of multiple data sources						No real structural process for demand realization where the deviations from the forecast are discussed and corrective action are defined based on the latest market insights (reviews, Point of Sales, Google search engine, social media). A pre-defined decision tree allows for focused reactions, preventing over-reaction.
Analytical maturity						Use of system generated automatic alerts and predictive analytics has the potential to improve the process. Best practices from Retail apply.
Organizing analytics						Centralizing the analytics function creates a larger scale, hence improved learning opportunities. No integrated visualization tools like Tableau, Power BI used.
Data driven culture						Decisions are still based on intuition and personal experience. Acting based upon data should be the key next step in improving the S&OP process.

● = Your company ● = Selected benchmark

Sample company report summary.

EyeOn invites you to this round table with ample opportunity to exchange ideas with our experts and your peers.

*note: Joining this round table also means you are invited to fill out the online survey. Next to the round table EyeOn offers a one-on-one benchmark feedback session to discuss your companies results. All data will be treated confidentially.