ORACLE

Oracle Fusion Cloud Demand Management

Oracle Fusion Cloud Demand Management combines proven machine learning algorithms with flexible analytics to anticipate customer orders, shipments, and consumption confidently. The platform delivers real-time insights on new products, business segments, and customer behaviors that help you sense, predict, and shape demand, while providing time-phased replenishment signals that minimizes inventory exposure.

CUSTOMER-CENTRIC DEMAND MANAGEMENT

Oracle Demand Management transforms forecasting by placing customers at the center of every decision. Instead of generic demand planning, you get a customer-focused system that adapts to real market dynamics, allowing you to analyze and dynamically segment customer demand, manage variability, handle frequent product introductions, and plan for configured products with multiple options.

The platform's comprehensive analytics provide deep insights beyond basic forecasting, while built-in collaboration tools keep teams aligned. Mobile accessibility enables faster responses to market changes.

Customer-centric segmentation automatically drives inventory policies and fulfillment strategies, creating seamless connections between demand signals and supply responses. This integrated approach enables your organization to accurately sense emerging trends, predict future demand with confidence, and proactively shape customer behavior rather than simply react to it. The result is a demand management system that anticipates customer needs, helping you stay ahead of the market while optimizing your supply chain for efficiency and satisfaction.
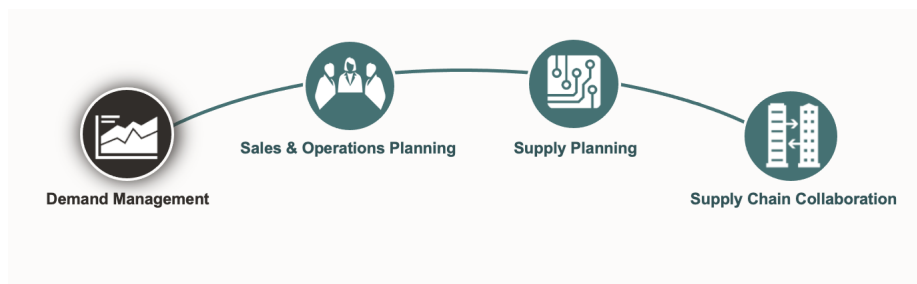

Figure 1. Quickly respond to changes in supply and demand across global networks

Easily Configure Your Unique Business Process

Oracle Demand Management recognizes that no two businesses operate exactly alike. Built on a flexible, multidimensional data architecture, it provides complete "slice and dice" analytical capabilities across any dimension and level of detail you need. Users can organize data using different hierarchies, currencies, and units of measure, ensuring everyone gets their customized view while working from the same accurate, granular base data.

The platform delivers customer-centric analysis through configurable page layouts with pivot tables and graphs. Prebuilt measures, calculations, and exceptions support your decision-making processes out of the box, but you can

just point and click to tailor them to your needs. Rich data visualizations, analytical insights, and detailed simulation comparisons support effective decision making across your planning organization.

Oracle Demand Management automates demand data evaluation with exception alerts, notifications, and color-coding to highlight areas requiring attention. This "management by exception" approach transforms how you monitor customer demand, allowing you to focus your expertise where it matters most and respond more efficiently to changing patterns.

SENSE DEMAND IN REAL TIME

To respond effectively to uncertain and variable demand, you need to capture demand signals at the right level of detail and uncover correlations that influence demand patterns. Oracle Demand Management senses demand from multiple data sources in real time, including internal sources like shipments and bookings, plus external market and syndicated data specific to your industry. This comprehensive approach enables you to respond faster to market changes, improve forecast accuracy, predict demand for new items, reduce inventory investments, and enhance customer service levels.
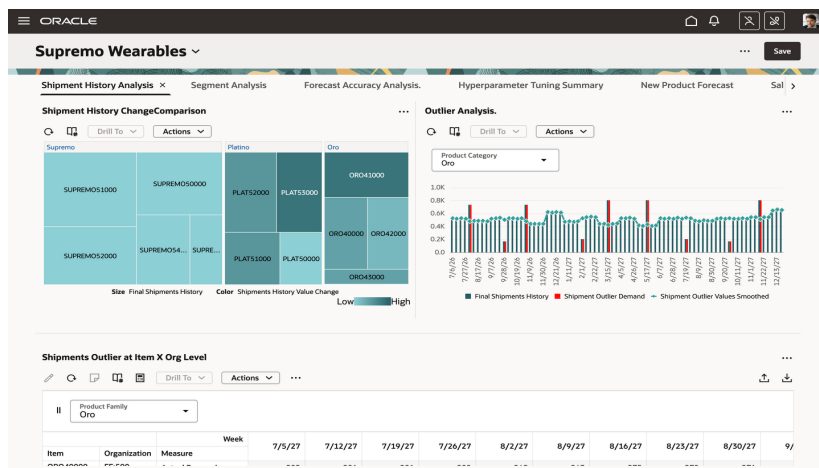

Figure 2. Analyze multiple demand signals and sense demand in real time

Oracle Demand Management automatically decomposes demand into contributing factors. A detailed understanding of demand signal origins and their relative contributions helps you predict behavior patterns and develop effective demand-shaping programs that stimulate sales and increase market share.

The platform captures both quantitative and qualitative demand insights from online and offline stakeholders. Planners can collaborate with other stakeholders and annotate data using notes to document changes and assumptions that can be augmented using generative AI. Configurable measure calculations accessible to business users help you spot trends, identify forecast variances, and respond to demand stream changes efficiently while driving downstream planning processes through key stakeholder involvement.

PREDICT DEMAND ACCURATELY WITH AI

Oracle Demand Management delivers superior forecast accuracy by combining advanced AI with proven statistical methods. Its AI-driven forecasting engine generates ensemble forecasts using weighted averages of industry-standard and proprietary models, optimized to address diverse product life cycles, seasonal behaviors, and even complex intermittent demand scenarios. Model weighting applies Bayesian techniques to maximize accuracy, while optional cross-validation learning provides out-of-sample testing for performance assurance. When granular data is limited, the system automatically traverses product and organizational hierarchies to identify patterns and generate reliable forecasts.

The resulting forecasts expose baseline demand, seasonality, trends, and causal drivers, giving your teams clarity on not only what demand will be, but also why it occurs. Causal factors and analytical parameters are intelligently maintained at the appropriate hierarchy levels, ensuring comprehensive insight across the business.
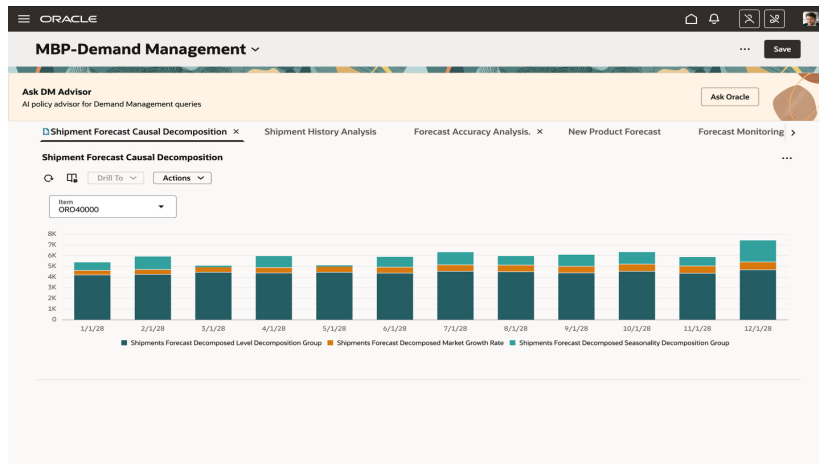

Figure 3. Understand predicted forecast details and impact of simulations

For advanced users, Oracle Demand Management seamlessly integrates with the Oracle Data Science Service, where hundreds of open-source frameworks such as TensorFlow and PyTorch can be applied in JupyterLab to design and deploy custom models. Results flow back effortlessly into Oracle Demand Management for review and action.

To reduce administrative effort, the solution dynamically segments item-location combinations with similar behavior into business-defined groups. Forecast horizons, model selections, and parameters automatically adapt by segment, eliminating manual model tuning across thousands of SKUs. This segmentation ensures every product group receives the most suitable forecasting treatment, driving higher forecast accuracy with less overhead.

Forecast Configure-To-Order Products

Oracle Demand Management simplifies configure-to-order forecasting by automatically calculating model demand and option-dependent demand. You get complete visibility into every aspect of your configurable product portfolio.

Flexible attach rate management accommodates a wide range of business scenarios. You can use attach rates specified in your bill of materials, input rates manually based on market intelligence, or automatically calculate them from historical option mix trends when sufficient data is available.

This approach eliminates guesswork for complex product configurations. By understanding both base model demand and option-specific patterns, you can optimize inventory investments across configurable product lines, reduce critical option stockouts, and avoid excess inventory while maintaining the flexibility customers expect in your configure-to-order business.

Improve Forecast Accuracy

Oracle Demand Management provides comprehensive visibility into your planning effectiveness through a wide variety of key performance indicators that measure the true performance of your forecasting process. These KPIs include critical forecast accuracy measures such as mean absolute deviation (MAD), mean and absolute percentage error (MAPE), and bias calculations, with out-of-sample testing that validates and continuously improves forecast accuracy metrics.

You can drive continuous improvement with built-in waterfall forecast error reports. You can drill down to identify items with chronic accuracy issues, enabling targeted interventions where they matter most. This systematic

approach to error analysis helps you understand not just where forecasts are missing the mark, but why, providing actionable insights for process refinement.

Oracle Demand Management also features automated forecast hyperparameter tuning that selects optimal parameters across various models to achieve the highest accuracy. The Planning Advisor alerts you to tuning results, enabling continuous monitoring and building trust as you deploy these optimizations across your entire dataset.

For scenario analysis, users can run unlimited forecast simulations to evaluate the potential impact of price changes, marketing campaigns, weather shifts, demand upside scenarios, and other business events before they occur. You can also simulate changes to forecasting models and parameters to fine-tune the forecast engine, ensuring optimal performance across different product categories and market conditions. This simulation capability transforms forecasting from a reactive process into a proactive strategic tool that supports better business decisions.

SHAPE DEMAND TO ACHIEVE BUSINESS OBJECTIVES

To achieve your business objectives, you need to shape demand by introducing new products, promoting your brand, and taking other market initiatives. Oracle Demand Management helps you evaluate demand shaping alternatives to select the ones with the greatest impact on business outcomes.

Efficiently Introduce New Products

Oracle Demand Management provides flexible approaches for introducing new product combinations to market. You can select products that are most similar to your new product introduction and generate forecasts based on those comparable items, leveraging existing market intelligence and historical patterns.

Alternatively, you can create only the relevant combinations for the new product, allowing your planners to efficiently enter manual forecasts until sufficient sales history accumulates to enable machine learning forecasting. This hybrid approach can provide more accurate demand planning from launch while building toward automated forecasting as market data develops.

Achieve Demand Consensus

Oracle Demand Management enables cross-functional forecast reconciliation by comparing plans at multiple levels to show variance over time and across different product segments. Built-in exceptions such as "deviation between sales and final shipments forecast" help align sales forecasts with operational estimates, ensuring organizational consistency.
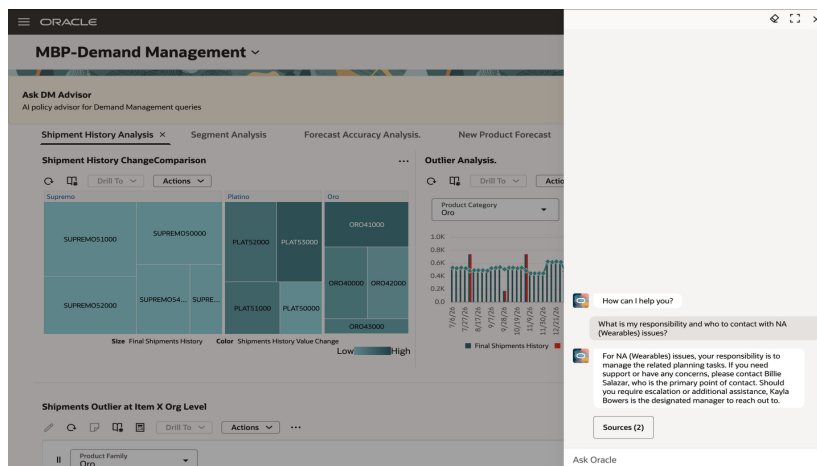

Figure 4. Supply Chain Planning Process Advisor helps planners understand the consensus process

Oracle Demand Management Cloud leverages generative AI to enhance planner productivity and decision-making. The Supply Chain Planning Process Advisor helps your planners understand key processes and enterprise-specific

procedures by intelligently summarizing your organization's documentation such as best practices. Meanwhile, the Supply Chain Planning Exceptions and Notes Advisor provides at-a-glance summaries of critical information in your plan, so planners can make effective decisions quickly without sifting through extensive data.

The platform provides complete audit trails and traceability for forecast changes made by different stakeholders, supporting accountability and collaborative decision-making. Once you collaboratively shape the demand plan through cross-functional input and validation, you can share it with executives via Oracle Fusion Cloud Sales & Operations Planning to drive enterprise-wide alignment and strategic execution

REPLENISH EFFICIENTLY TO MEET DEMAND

Oracle Demand Management combines dynamic segmentation, inventory policy planning, and automated order generation to enhance your replenishment planning processes. Replenishment Planning computes optimal inventory levels for each item-location in the supply chain to meet target customer service levels, determining time-phased replenishment quantities required to cover expected demand. The process can be automated to minimize planner intervention, using inventory policies to determine replenishment requirements and generate orders when inventory levels fall below minimum thresholds.

The dynamic relationship between forecast generation and real-time inventory updates helps reduce stock levels while highlighting strategic investment opportunities. Your inventory balances respond intelligently to changing demand patterns rather than relying on static rules that become outdated quickly.
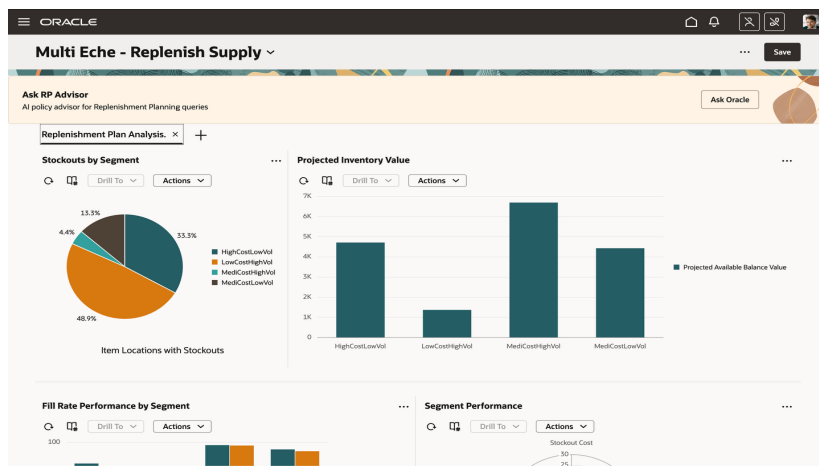

Figure 5. Demand-driven inventory policy analysis

Replenishment Planning simulations help planners execute replenishment strategies with exceptional efficiency. The system dynamically segments item-locations into groups with similar replenishment characteristics, deploys inventory optimally, and simulates the impact of different demand conditions before implementation. It monitors the supply chain for item-locations experiencing stockouts or safety stock violations, and tracks the total by segment, enabling aggregate, policy-based management for millions of item-location combinations.

You can review and compare inventory policy values with existing in-force parameters on an ongoing basis, making updates to improve performance based on actual results. Complete process automation includes releasing orders for execution, creating a seamless flow from demand sensing through fulfillment that reduces manual intervention while maintaining control over critical decisions.

EXTEND YOUR PLANNING PROCESS AS YOU SEE FIT

Oracle Demand Management delivers comprehensive demand planning capabilities as part of a unified, end-to-end supply chain planning solution. It seamlessly integrates with Oracle Fusion Cloud Supply Planning and Oracle Fusion Cloud Sales & Operations Planning, with shared measures, hierarchies, data collections, analytics, and other platform

features. You can continuously balance demand and supply within a single user interface while incorporating demand planning insights directly into strategic planning processes, eliminating data silos.

Oracle Demand Management also comes pre-integrated with other Oracle Fusion Cloud SCM services, dramatically reducing implementation time and complexity while ensuring data consistency across your entire supply chain ecosystem. This native integration means you can focus on optimizing your planning processes rather than managing technical integrations and data synchronization challenges. The solution can also be integrated with other systems of record using Oracle file-based data import (FBDI) and the REST API.

Take advantage of Oracle Demand Management's world-class simulation capabilities, collaborative workflows, intuitive ease of use, and rapid deployment to elevate your planning maturity to the next level. Whether you're expanding existing planning capabilities or transforming your entire demand management approach, the platform scales with your business needs while maintaining the flexibility to adapt as your requirements evolve.

To learn more about Oracle Fusion Cloud Demand Management, visit oracle.com/scm/supply-chain-planning/demand-management.

Related Products

- **Oracle Fusion Cloud Supply Planning** plans material and capacity and responds to demand, availability and resource issues as they occur.
- **Oracle Fusion Cloud Sales & Operations Planning** aligns business plans and operations across the sales, marketing, finance, and supply chain organizations.
- **Oracle Fusion Cloud Supply Chain Collaboration** shares order forecasts with suppliers and collaborates on their supply commitments.
- **Oracle Fusion Cloud Order Management** centralizes and standardizes your order fulfillment across multiple sales channels.
- **Oracle Fusion Cloud Supply Chain Execution** defines and executes production, shipping, receiving, transfers, and other execution activities across the global supply chain.
- **Oracle Fusion Cloud Procurement** integrates sourcing, contracts and purchasing of goods and services

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