Crafting Tomorrow's Demand Forecasting Intelligence Powered by AI Agents

Brillio's ADAM Demand Forecasting Solution

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The world is changing. Enterprise can no longer afford to just react. The time to predict what's next is here and enterprises would have to harness AI agents to achieve that. AI agents that don't just monitor market shifts but learn and adapt in real time to keep your operations ahead of disruption.

In today's landscape of unpredictable demand, evolving customer behavior, and relentless supply chain shocks, traditional forecasting is dead weight - too slow, too rigid, and trapped in silos.
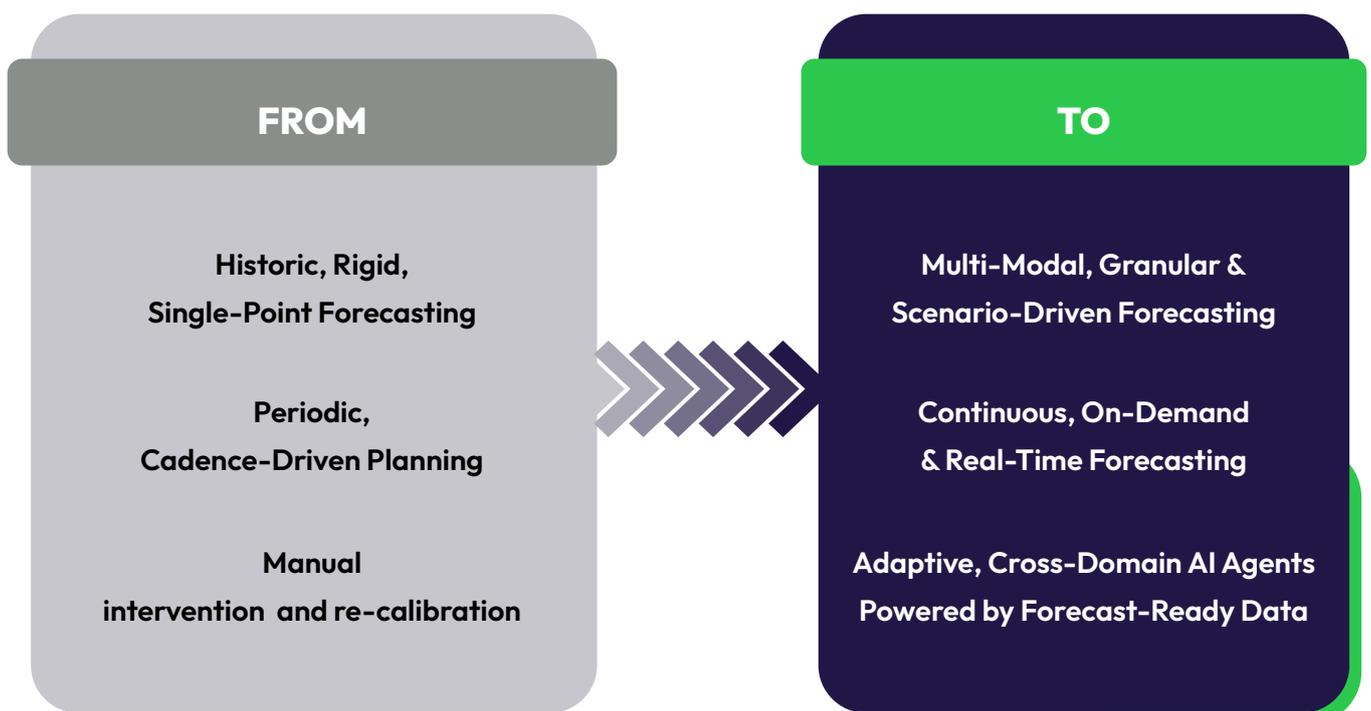
The result: **Lost revenue, excess inventory, and operational drag.**

It's time for intelligent, self-learning forecasting systems that unify data across business functions, run real-time "what-if" scenarios, and optimize every decision — from demand sensing to fulfillment.

This isn't forecasting as you know it. This is adaptive forecasting unleashed, evolving relentlessly with your business, your customers, and the chaos of the world.

How is Demand Forecasting evolving & Why it Matters

FROM	TO
Historic, Rigid, Single-Point Forecasting	**Multi-Modal, Granular & Scenario-Driven Forecasting**
Periodic, Cadence-Driven Planning	**Continuous, On-Demand & Real-Time Forecasting**
Manual intervention and re-calibration	**Adaptive, Cross-Domain AI Agents Powered by Forecast-Ready Data**

Agentic AI in Action: Key Features of the ADAM Demand Forecasting Solution

01
Self-Learning AI Agents
Continuously adapt models without manual intervention

02
Real-Time Demand Sensing
Capture and process signals as they happen

03
Scenario Planning
Simulate multiple futures and stress-test strategies

04
Predictive Analytics
Forecast with unprecedented accuracy and granularity

05
Multi-Horizon Visibility
From short-term tactical to long-term strategic planning

06
Automated Orchestration
Trigger actions across systems based on demand signals

The Brillio Advantage: What Sets ADAM Demand Forecasting Apart

- AI-native architecture engineered for continuous learning and real-time adaptation.
- Unified data ontology that eliminates traditional system silos.
- Instant real-time recalibration to tackle market volatility head-on.
- Effortless integration with existing ERP, SCM, and planning platforms.
- Explainable AI delivering full transparency into every forecasting decision.
- Enterprise-grade security and governance embedded at every layer.
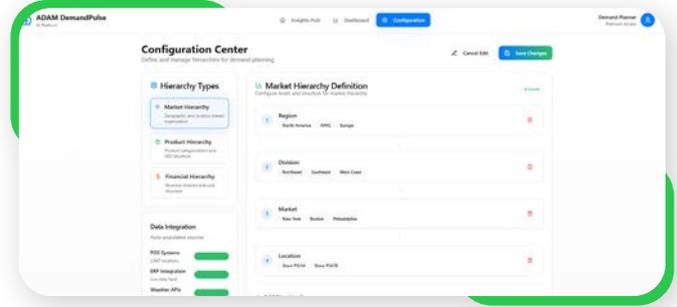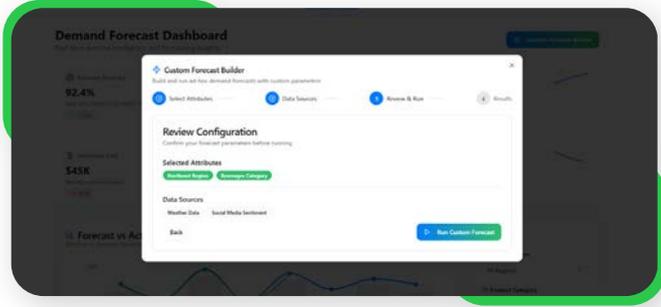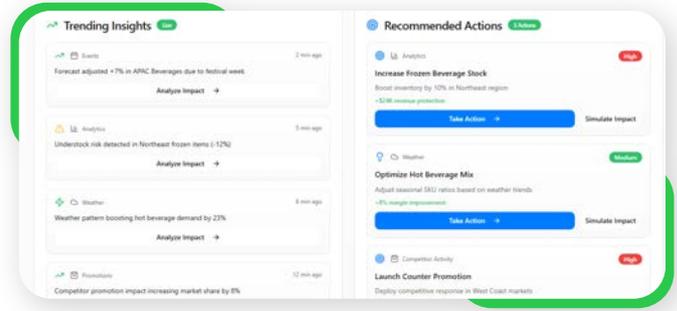
Transform your demand forecasting from a periodic planning exercise into a continuous intelligence engine that drives competitive advantage.

AI-Native, Four-Layer Architecture for Real-Time Foresight

Cross-value chain and domain Orchestration & Execution with Growth Potential	Agent Cross-domain Orchestration & Execution (Dynamic Recalibration)			
	Order	Inventory Replenishment	Capacity or Storage Planning	Labour Allocation
	Demand Co-pilot Experience			
	Agent Conversation & Insights	Objectives & KPI Definition	Structure & Taxonomy Definition (Market, Product, Location etc.)	Define & Configure Demand Forecasting Units (DFUs)

Dynamic Planning & Re-calibration (Model Development, Training & Deployment)	Pre-built AI Models, Orchestration & Simulators				
	Powered by Industry Use Case Aligned AI/ML/LLM Model Design & Build				
	Omni-channel, Long-term Forecasting	Short-term, Granular Forecasting	Promo & Price Forecasting ROI	New Product Forecasting	Labor Forecasting

AI Native Data Transformation led by Business Semantic Layer	AI Ready Feature Engineering
	Our dynamic feature store transforms raw sales, inventory, promotions, labor, and external signals into explainable, AI-ready features, enabling faster, scalable, and accurate forecasting with real-time demand insights.
	Domain Canonical Data Schema & Ontology Graph
	A semantic business layer (knowledge graph) that maps and harmonizes business objects, aligned to the client's specific industry and domain context

Multi-modal, Real-time Sensing	Unified Retail Data Fabric & Ingestion					
	A modular, AI-ready foundation to unify, contextualize, and activate retail and CPG data across platforms, systems and agents					
	Sales (Historic & Current)	Inventory (Real-time)	Causal (Promo, Assortment, Price etc.)	Ops (Capacity, Constraints)	External (Weather & Event, Macro Indicators)	Social Media & Clickstream

❯ Multi-Modal, Real-Time Unified Demand Sensing

Connect all demand signals into one fabric for real-time visibility and instant detection of shifting demand patterns.

❯ AI-Native Data Transformation & Semantic Intelligence

Transform raw data into business-ready insights using domain ontology, feature engineering, and automated AI data preparation.

❯ Dynamic Planning & Re-Calibration

Self-learning AI models simulate, predict, and recalibrate demand, pricing, and labor plans in real time.

❯ Cross-Value Chain Orchestration & Execution

AI Agents synchronize forecasts across supply, inventory, operations and logistics, enabling autonomous, end-to-end decision execution.

> Our architecture unifies fragmented demand signals into real-time intelligence, empowering organizations to sense market shifts, adapt planning on the fly, and drive seamless execution across the entire value chain.

Impact in Action: Client Successes Backed by Tangible Outcomes

Client	Challenge	Solution	Impact Delivered
Global QSR Leader	Siloed supplier data impacting forecasting	Developed an AI-driven Supplier Data Hub	85% ↓ platform cost/user, 20% faster operations
Retail Giant	Legacy apps hindering forecasting agility	Digital-ready forecasting architecture	84% ↓ processing time
Food Distributor	High freight costs and inefficient routing	Logistics analytics & carrier performance dashboards	Improved on-time delivery, lower cost-to-serve
Cold Chain Logistics Leader	Lack of visibility across warehouses & transport	Unified Control Tower with real-time alerts	35% ↑ efficiency, 30% faster slot booking

Client	Challenge	Solution	Impact Delivered
Consumer Goods Enterprise	**Fragmented inquiry-to-delivery process**	**Centralized visibility platform**	**50% ↑ planning efficiency**

Client	Challenge	Solution	Impact Delivered
U.S. Grocery Retailer	**Fragmented ordering and poor visibility across 400+ stores**	**Next-gen AI-driven supply chain forecasting**	**15% ↓ inventory costs** **14% ↓ stockouts**

> Unlock unmatched efficiency, resilience, and agility with our AI-driven forecasting and digital supply chain control towers, transforming your operations into a powerhouse of performance.

25+
Enterprise Implementations

$2B+
Value Unlocked

95%
Client Satisfaction Rate

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ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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