# faculty

Empowering FMCG decision makers with
AI-powered demand intelligence

Self-sustaining, intelligent decision systems will enable fast and accurate SKU-level demand forecasting to provide your business operations with the next level of understanding and insights & improvements to forecast accuracy by up to 50%.

Observe what is happening in real time - bring together demand signals from dozens of internal & external data sources to capture the sales cycle and potential drivers e.g. POS data, competition, marketing activity, weather, historical events

Understand what will happen and why - accurately forecast short & long term sales and fully explain demand drivers by channel, geography and product
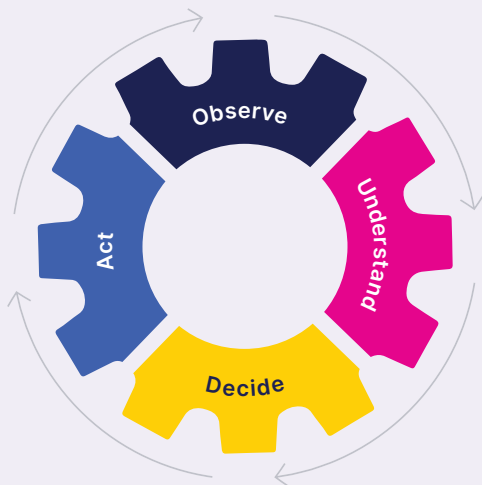
Decide what's best - deploy intelligent scenario planning to determine how to proceed under different forecast conditions e.g. what happens to sales if distribution continues to decline in a particular retailer?

Act now - Enable your teams to course correct and have the actions feed back into the system (including your existing planning/ERP) so it continues to learn and update over time

Increase reliability, actionability and granularity of your forecasts

+ **Operations** will be able to monitor daily to quickly course correct

+ **Sales** can monitor longer time periods for strategic planning

+ **Demand planners** can drive confidence across the organisation with reductions in forecasting error up to 50%

Anticipate and respond to supply chain disruptions

+ **Supply chain & logistics** can quickly adjust operations with 'What If' scenario planning

Build an omnichannel view of demand

+ **Demand planners** will be able to analyse forecasts and drivers by channel and aggregated across all channels

Improve OOS rates and minimise lost sales at a SKU level, by channel

+ **Operations** can minimise lost sales due to product availability issues by up to 65%

+ **Marketing** can take advantage when your competitors are likely to be OOS in order to drive sales

More efficient package and ingredient buying

+ **Supply chain & logistics** can minimise overproduction and wastage rates by 20-50%

+ **Corporate sustainability & Marketing** will be able to track sustainability metrics across your organisation

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Unlocking cash through inventory optimisation

Enabled a PE-owned, US health manufacturer to transform production and capacity planning.

Results

+$52M cash freed up
(in 18 months)

Tackling urgent labour shortages

Enabled a fortune 100 food manufacturer in the US to avoid shutdown by directing interventions - for 120+ sites and several job types.

Results

99.5% accuracy

Capturing growth through demand planning

Enabled a listed, global top 3 medical devices business to scale customer acquisition across the Asia Pacific region.

Results

+$100M revenue *(over 3 years)*

Why Faculty for Demand Sensing?

Our AI models go beyond historical sales data, incorporating unlimited external data such as weather, specific local events, competitor activity, enabling the most granular forecasts at the SKU/channel/day level. We can generate robust estimates even with limited historical data using models that learn from shared information in your product hierarchy.

We can do this without the need to replace any of your existing systems. Our platform, Frontier, can sit on top of your existing tools and pull in data from all required sources, making integration easy.

Frontier leverages cutting edge AI technology, underpinned by a novel computational twin framework to allow you to understand what is happening across your supply chain, why it is happening, and what actions you should take.

Faculty is one of Europe's largest applied AI firms, powered by a high density of PhD+ Data Scientists and Engineers.

We have built and deployed over **400+ high-impact AI systems** for hundreds of organisations across both public and private sectors, including:

Virgin money · Vyaire · The Francis Crick Institute · JUST EAT

TESCO · Virgin media O₂ · Medtronic · Transport for London

LFB London Fire Brigade · Tyson · co-op · The Telegraph

ARUP · sage · secret Escapes · Travix

easyJet · PANDORA · experian · Natural History Museum

John Lewis · Apax Partners · moonpig · vodafone

1 A computational twin provides framework to model decision-making in real-world systems

2 A set of decision features and CORE AI power every solution
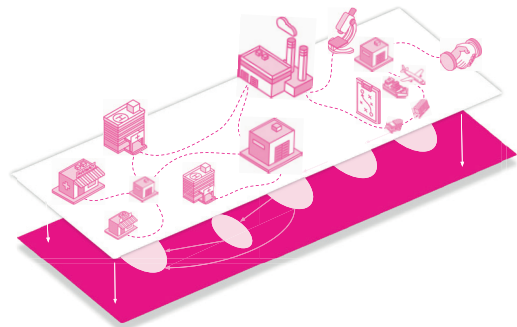
Mission control	Root cause analysis	Scenario planning
See only what you need to take a decision - all in one place	Understand true cause and effect relationships	Understand consequences of each decision before acting

Forecasting	Risk modelling	Optimisation
Forecast what will happen next and understand why	Understand where to focus based on risk and opportunity	Find the optimal allocation of rescources

3 A data layer to connect to external and internal data and to underpin AI development and deployment

salesforce · Google Cloud · SAP · aws · Azure · Palantir

Contact Sarah Watts, Business Development Director - Retail & Consumer Unit for more details sarah.watts@faculty.ai