

DEMAND MODELER

# Intelligently Predict Customer Demand

Traditional forecasting tools can be influenced by bias, fail to identify complex trends, and lack the ability to incorporate external factors such as GDP or CPI. With the continued rise in supply chain complexities, formulating accurate demand predictions becomes a key element in supporting data-driven decisions across the enterprise.

**Coupa Demand Modeler's** science-backed approach brings new context to demand predictions. Advanced machine learning capabilities reveal patterns, quantify external factors, and rapidly model mid-long term demand scenarios.

This cloud-based offering provides the scale and intelligence needed to ensure demand is accurately influencing all strategic supply chain decisions.

Part of Coupa Supply Chain Design & Design powered by LLamasoft, Demand Modeler provides your team the ability to efficiently connect demand and supply across the enterprise. It leverages the platform's always-on Decision Data Model to provide instant access to relevant information and leverage powerful demand insights within both Supply Chain Modeler and Supply Chain App Studio solutions.

**Demystify and deepen demand modeling:**

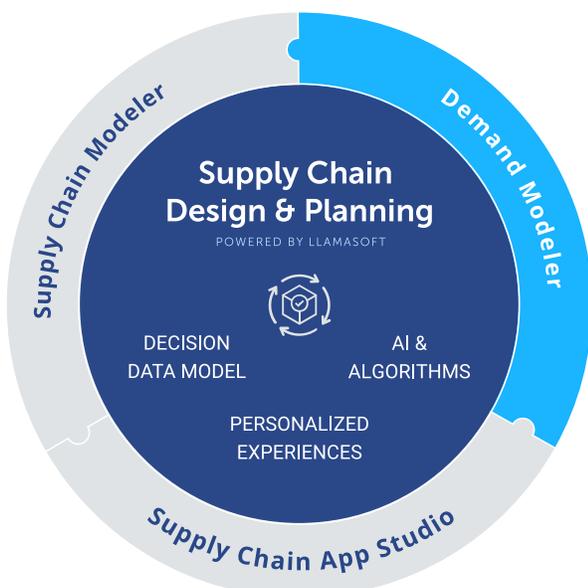
Reduce bias and subjectivity in demand modeling with AI segmentation techniques that self-learn, identify key patterns, group like items, and help you prioritize actions to more accurately predict future demand.

**Master cause and effect:**

Access a wealth of external data in our Trend Cloud, including weather and macroeconomic indicators, to better understand external factors and test demand scenarios and sensitivities.

**Extend forecast horizons:**

Consider demand scenarios from four weeks to three years into the future with our proprietary algorithms. Gain a clear picture of what's ahead in the mid-long term, with virtually no limitation to your demand projection timeframe.



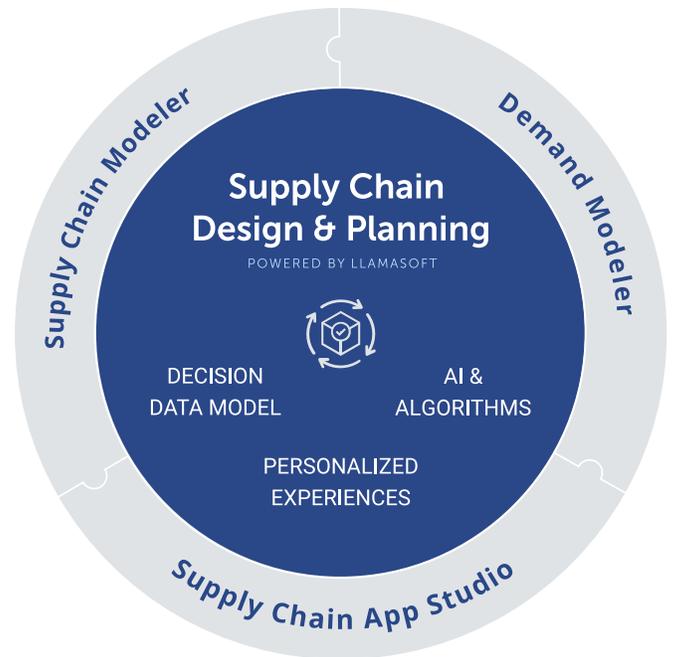
### Adopt continuous supply chain design and planning

Coupa Supply Chain Design and Planning powered by LLamasoft delivers the science behind smarter, faster supply chain decisions.

Built exclusively for analysis of the extended supply chain, it harnesses advanced algorithms and a digital model of your extended supply chain for facilitating experimentation and trade-off testing to uncover what affects both tactical and strategic decisions.

Get in on the revolutionary impact AI is having on operations, strategy, and competitive gains.

To learn more about how Coupa can help you make AI-powered decisions for supply chain agility, visit us at [coupa.com](https://coupa.com)



## Gartner <sup>Supply Chain</sup> Top 25

23 of the Gartner Supply Chain Top 25 use Coupa for their supply chain decisions, powered by LLamasoft.

## \$2T in Spend

The Coupa platform contains \$2T of spend under management and growing.

## \$60B in Value

Our customers have identified more than \$60B in value from solution insights.