

C3 AI Demand Planning

Turn Demand Uncertainty into Growth Drivers



30%+

Increase in forecast accuracy to enhance planning precision



92%+

In overall forecasting accuracy



10%+

Reduction in inventory levels through more accurate demand forecasts



\$70M – \$300M

In savings from reducing forecasting errors

C3 AI® Demand Planning is an AI-enabled application that helps demand planners and business leaders generate accurate forecasts, align cross-functional teams, and create a unified demand plan – enabling faster, smarter supply chain decisions.

The application helps organizations move beyond traditional, manual, and rules-based demand planning. With C3 AI Demand Planning, planners receive accurate forecasts tailored to their product lines, regions, and planning horizons, automatically aligned across teams and business hierarchies to ensure consistency and clarity. Planners can assess the impact of forecasts on revenue, inventory, and service levels, and use built-in tools to run scenarios and manage consensus workflows. The application integrates bi-directionally with ERP and planning systems to support both automated and human-in-the-loop execution workflows.

C3 AI Demand Planning enables these benefits with a differentiated technical approach versus traditional planning software: (1) a unified supply chain digital twin, (2) advanced machine learning models, and (3) a network of intelligent AI agents. The unified supply chain digital twin data layer integrates all contextual and operational data such as sales and shipments, inventory, pricing, promotions, and external sources such as weather and economic indicators into a unified data layer.

Feature Summary

- **AI demand forecasts** – Automatically generate highly accurate forecasts at all levels of granularity or time horizon. Models dynamically update with every forecast using real-time data and segmentation, with support for top-down/bottom-up reconciliation.
- **What-if scenario planning** – Quickly create, compare, and promote scenarios with a guided workflow powered by intelligent agents.
- **Consensus planning workflows** – Drive cross-functional alignment to create a consensus forecast across sales, finance, and operations teams.
- **Intelligent agents** – Coordinate planning agents to reconcile demand, identify risks, and execute planning actions across supply, production, and logistics.
- **Financial forecasting and margin modeling** – Understand the financial impact of demand scenarios and supply constraints to support decisions across planning and finance teams.
- **Human-in-the-loop workflows** – Integrate expert judgment into forecasts at any granularity, with automatic aggregation and disaggregation to maintain consistency.

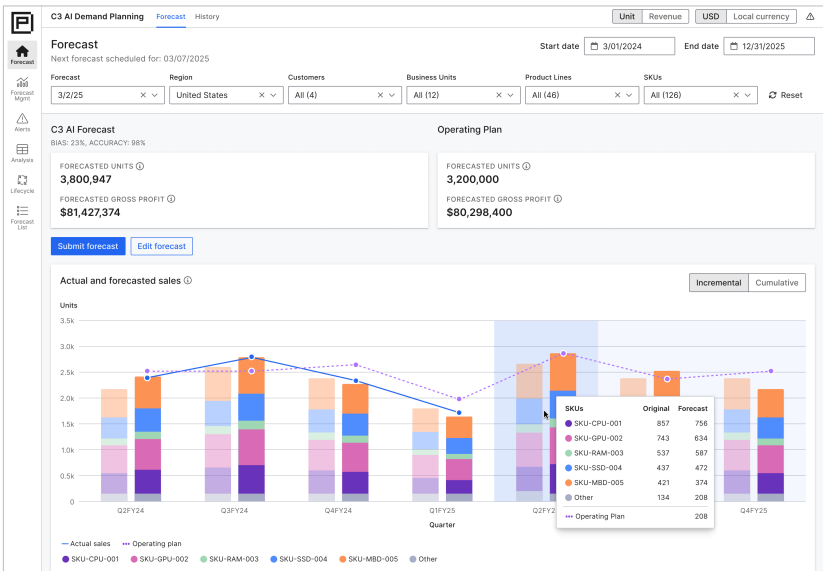


Figure 1. C3 AI Demand Planning provides rich, agent-enabled workflows to generate forecasts, run scenarios, and drive cross-functional alignment.

Built on a unified data foundation, C3 AI Demand Planning applies advanced models to generate accurate demand forecasts, trigger alerts, and support scenario planning. AI-driven segmentation across product and business hierarchies fine-tunes models to each segment, capturing unique demand patterns. The application incorporates techniques such as demand sensing, driver analysis, forecasting, and anomaly detection to monitor changes and proactively identify risks. Each forecast, at every level of hierarchy, includes a clear explanation of its drivers to help users understand and trust the results. Intuitive model management tools empower supply chain teams to continuously monitor and improve performance.

The application employs a network of intelligent agents to help users gain insights, automate tasks, and drive collaborative workflows across the supply chain. These agents are purpose-built to solve specific challenges, from retrieving relevant data and generating forecasts to reconciling demand across hierarchies and executing scenario-based recommendations. Each agent applies reasoning to understand context, adapt to changing conditions, and deliver actionable insights based on supply, production, and logistics constraints. C3 AI's orchestration layer coordinates these agents to work together to prioritize tasks, resolve trade-offs, and sequence decisions across teams, enabling planners to replace static workflows and manual analysis with an intelligent, agent-driven environment that proactively identifies risks, recommends actions, and aligns decisions across teams.

With C3 AI Demand Planning, organizations can transform traditional demand planning into an autonomous, intelligent, and adaptive part of their sales and operations planning process.

Feature Summary (cont.)

- **Real-time monitoring** – Detect and react to demand shifts, anomalies, and risks with proactive alerts and explainable AI-driven diagnostics.
- **Scalable configuration** – Leverage out-of-the-box models, workflows, and user interfaces for fast implementation and scaling across regions and product portfolios.
- **100+ out-of-the-box AI models** – Select from a library of proprietary and open-source models to optimize performance for each segment.
- **Unified supply chain digital twin** – Integrate enterprise and external data into a single, consistent data layer for end-to-end planning.
- **Enterprise integration** – Bi-directionally integrate with ERP, CRM, POS, and planning tools to feed forecasts into execution workflows and update AI models with real-time data.

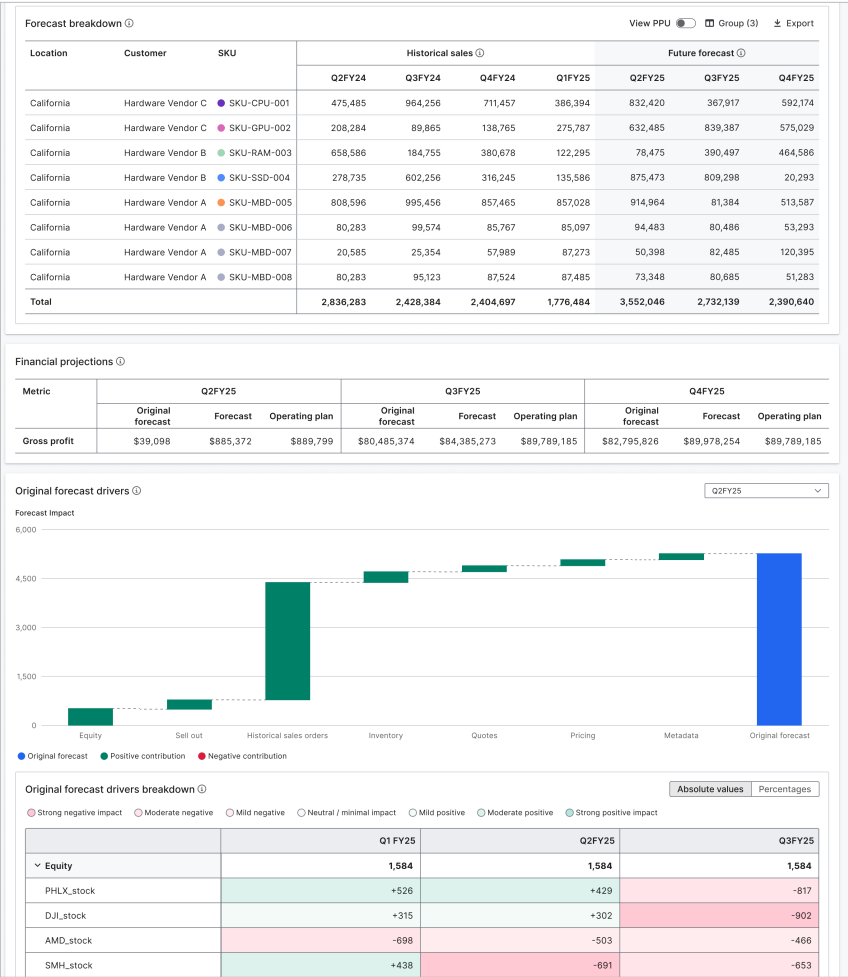


Figure 2. C3 AI Demand Planning helps users understand the financial impact and key drivers behind each forecast to support decision making.

Fast, Proven Results in Initial Production Deployment
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