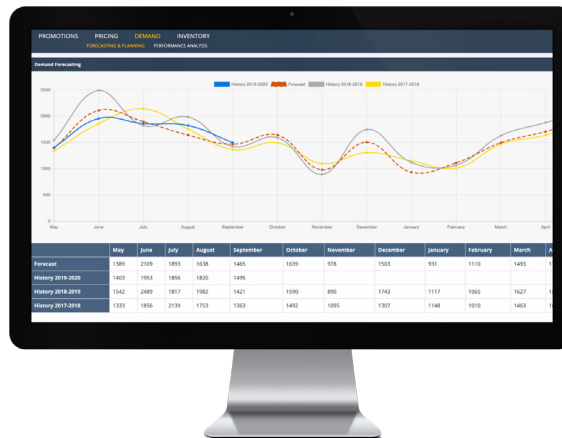




COMPLEXICA

# Demand Planner

## Optimise your supply chain



- Improve demand forecast accuracy
- Optimise inventory
- Minimise the risk of lost sales

## What Demand Planner does

As part of Complexica's modularized Decision Cloud® software platform, our Demand Planner is specifically designed for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. Employing Artificial Intelligence algorithms and advanced forecasting and optimisation techniques, this software module provides supply chain staff with a holistic view of demand, supply, and logistics. Powered by Larry, the Digital Analyst®, Complexica's Demand Planner can help you:

- Find the **optimal level of inventory** to meet demand while reducing working capital exposure
- Readily **adapt inventory** to changes in downstream demand or upstream supply
- **Improve demand forecast accuracy** through the use of advanced statistical techniques, as well as modern AI methods like Deep Learning
- **Collaborate with customers and suppliers** on forecasting, promotions, pricing and inventory replenishment through dedicated supplier and customer views
- Go beyond traditional MRP by using a number of **best practice replenishment methodologies**

### ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software for optimising sales, marketing, & supply chain decisions. We were founded upon the research of several world-renown computer scientists, and have developed an award-winning Artificial Intelligence engine called Larry, the Digital Analyst® that powers our Decision Cloud®. Larry the Digital Analyst® was named Australian Innovation of the Year in 2018 and Software Innovation of the Year in 2019.

### WHO USES COMPLEXICA'S DEMAND PLANNER

Some of the largest Australian organisations including:  
**PFD Foods** (Australia's largest privately owned food distribution company with 1.6 billion annual revenue)

**Complexica Pty Ltd**  
Complexica Building  
Level 2, 9 Charles Street  
West Lakes SA 5022  
Phone +61 8 8355 5050  
Email: [contact@complexica.com](mailto:contact@complexica.com)

## Features

- Dedicated supplier portal
- Simplified and automated replenishment planning workflow
- Machine-generated replenishment recommendations
- External data analysis (seasonal patterns, recent trends, etc.)
- “One-view” of supply chain performance

## Benefits

- Optimal inventory levels
- Better collaboration between supplier and customer
- Improved financial planning
- Improved customer fill rate
- Reduced time and effort involved in planning inventory and replenishment

## Technical Specifications

**Security:** implemented at both the application (Larry, the Digital Analyst®) and infrastructure layer with “least access privilege” policies

**Identity management:** centralised with regularly rotated access keys and passphrases (and where possible, Multi Factor Authentication)

**Encryption:** incorporated at each layer, with encryption at rest using AES256 keys and encryption in transit using SHA-256 based TLS/HTTPS protocol

**Infrastructure:** hosted on industry standard certified ISO 27001 with shared responsibility model. Our application security follows industry best practices, with a focus on OWASP top 10 vulnerabilities

**AI algorithms:** at the application layer, Larry, the Digital Analyst® hosts a range of configured tuned for each customer to provide “AI as a service”, with continuous monitoring of use and performance to identify and correct any unintended consequences or algorithmic bias.

**Openness:** infrastructure is ISO 27001 and PCI-DSS certified, currently operating on shared responsibility model

**Integrability:** Complexica has developed a set of standard APIs for Larry, the Digital Analyst® to integrate with common systems and platforms (SAP, Oracle, Salesforce, etc. as well as common external data sources like ABS, Trip Advisor, LinkedIn Sales Navigator, etc.)

## Service and Support Available

Training  
Technical support  
Installation and setup  
Maintenance

*“PFD is Australia’s largest privately-owned food services company, servicing a long tail of customers with an extensive product range, which results in an inherently complex operation. The deployment of Complexica’s Decision Cloud® for demand planning and replenishment optimization has allowed us to improve our forecast accuracy, reduce stockouts and excess inventory, as well as reduce the manual effort involved in replenishing stock”.*

Richard Cohen  
Chief Information Officer



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Email: [contact@complexica.com](mailto:contact@complexica.com)