

From spreadsheet-heavy forecasting to proactive, portfolio-wide planning.

A global pharmaceutical manufacturer moved from fragmented forecasting inputs to a production decision layer spanning its full site portfolio.

 Production deployment / Generic pharmaceuticals

400+

SKUs covered

100+

Customers

24

Periods ahead

5+ yrs

Data history

AI Build a stable portfolio forecast and surface the actions that matter.

THE CHALLENGE

Complex planning. Limited visibility.
Too much manual coordination.

!

Fragmented inputs
Signals were spread across several sources.

!

Long-tail blind spots
Lower-volume SKUs were reviewed periodically.

!

Alerts stopped at detection
Issues were flagged without a next action.

THE PRODUCTION DEPLOYMENT

1

Full-portfolio forecasting
Forecasts by SKU and customer, in quantity and value.

2

Signals combined at scale
Orders, shipments, inventory, pricing, contracts and market data.

3

Built for heterogeneity
Approaches selected by behavior, with horizon stability checks.

4

Exceptions into decisions
Deviations arrive with recommended mitigation or opportunity actions.

BUSINESS OUTCOMES

✓

Plan earlier
Better long-horizon visibility

✓

Focus planner time
High-impact SKUs and exceptions

✓

Reduce bias
More stable forecasts across horizons

✓

Act faster
Recommendations, not red flags

✓

Improve broadly
~73% of SKUs improved*

BENCHMARK ATIDOT ON YOUR DATA

Start with a 25-minute forecast review.
Show your data • See key insights • Get actions with impact

Book a forecast review

CUSTOMER CASE STUDY

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Signals become stable forecasts, exceptions and recommended actions.

1

Connect the signals

Orders, shipments, inventory, hierarchy, customer sales, market share, backorders, pricing, contracts and FDA publications.

2

Forecast every segment

Automatic model selection and combinations by SKU-customer behavior, with stability checks across 24 periods.

3

Move from alert to action

Deviation alerts are linked to recommended actions for production, procurement, inventory and commitments.

EXISTING DATA

ERP, warehouse, files



ATIDOT

Forecast + decision layer



COMPANY DATABASE

Predictions, alerts, actions



PLANNING WORKFLOW

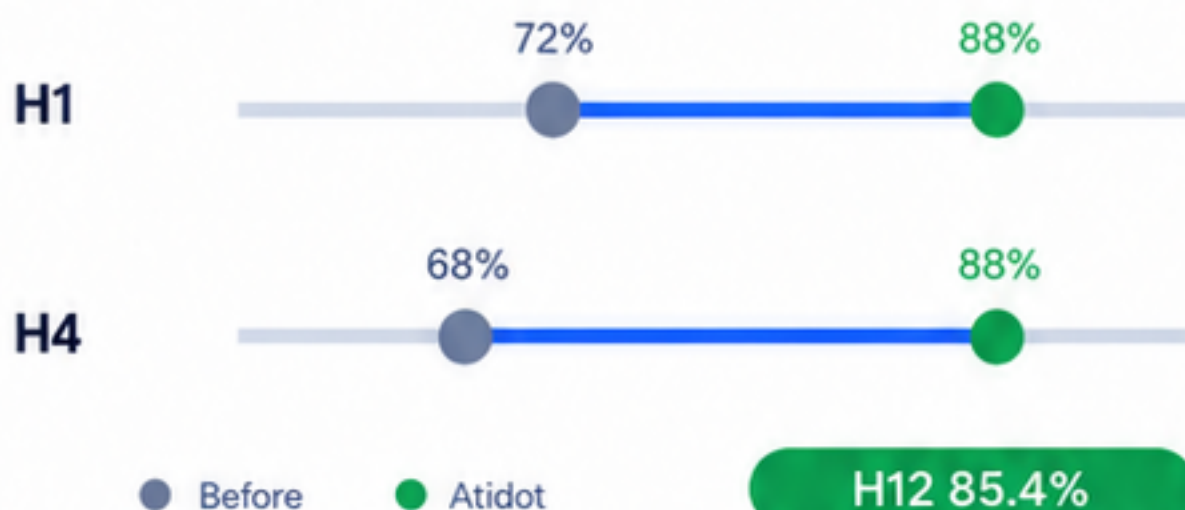
BI, planners, operations

MEASURED RESULTS

Forecast error fell by approximately 60%, with resilient accuracy across horizons.

Forecast accuracy by horizon

Accuracy = 1 - sMAPE



H12 85.4%

15–20 pts

Accuracy uplift

Near-term and H4 improvement

85.4%

Accuracy at H12

Long-horizon performance

~73%

SKUs improved

Broad portfolio impact

OPERATIONAL VALUE

Forecasts support the decisions that follow.



Production

Align plans with expected orders and changing demand.



Procurement

Anticipate material needs using a stable demand outlook.



Inventory

Flag exposure when stock diverges from expected demand.



Commitments

Support customer decisions with better forward visibility.

PRODUCTION PATH

2–3 weeks
to deploy

Connect data



Build forecasts



Go live