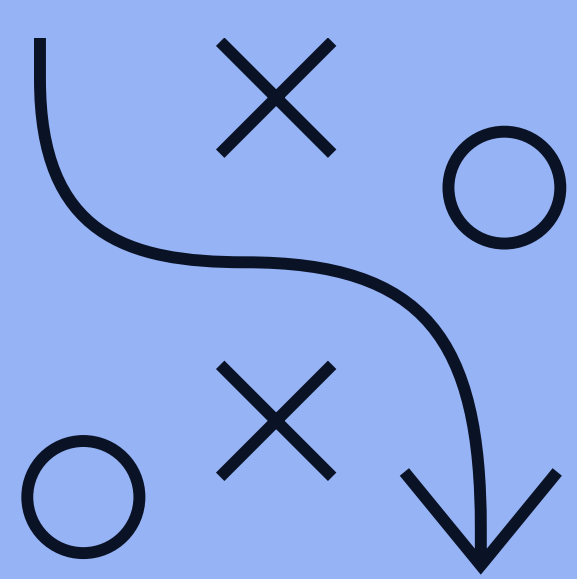


# Using AI to stay ahead of customer demands

Customers today expect the right product at the right time. Yet many manufacturing organisations don't have the technology to make critical real-time business decisions.

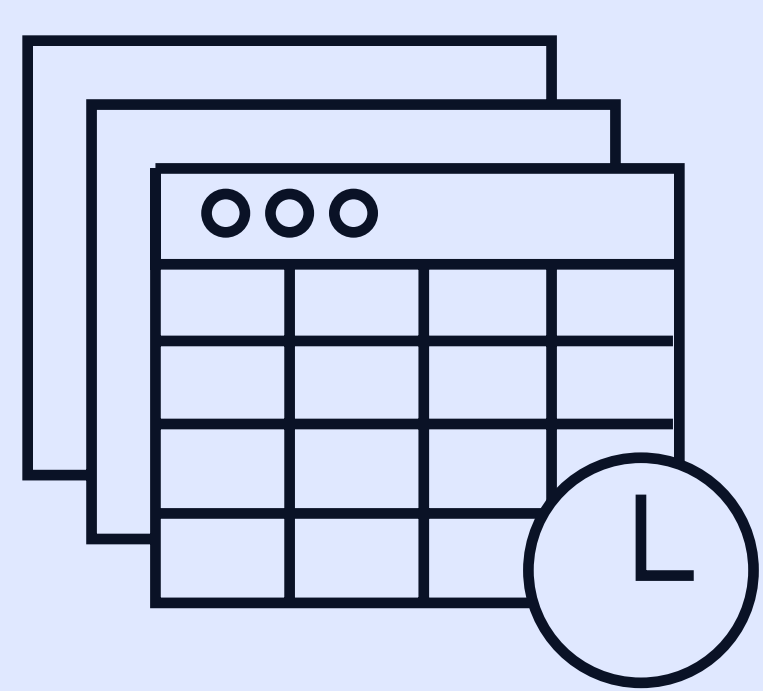
See how integrating customer and market intelligence solutions can help manufacturers track and predict customer demand more accurately.

## Challenges



Predicting customer demands continues to challenge manufacturing organisations. With changing purchase patterns and expectations, it isn't easy to accurately plan for what products customers want and when.

## Pain Points



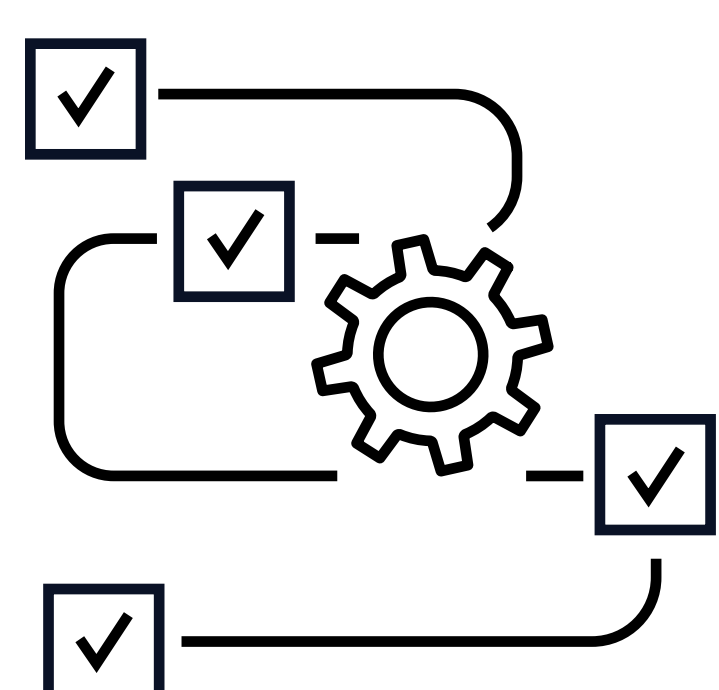
Many organisations use a monthly manual process in spreadsheets to pull data together and conduct analysis line-by-line. Abnormal customer changes in order and item amounts are difficult to track quickly and accurately.

## Intelligent Solutions



Leveraging advanced technology tools like AI and machine learning (ML) enables organisations to reduce waste, prevent non-compliance of processes, and predict future demand more accurately. Product intelligence also helps evolve product portfolios based on market preferences.

## Successful Results



AI and ML technology allows organisations to automate the forecasting process, combining historical data with more recent trends to meet customer expectations today and ensure future success. With implementation possible in just 90 days, customer satisfaction can quickly improve.

Learn how Infor industrial manufacturing software solutions can help you excel in every stage of the digital journey.

[Learn more](#)