**What is oracle demand management cloud?**

It’s a demand planning software

**What are its capabilities?**

* Multi-dimensional demand modeling that adapts to your business (  
  A **model** for representing the information requirements for data warehouse and OLAP applications. It includes facts, measures, dimensions, and hierarchies)
* Top-down and bottom-up forecasting
* Flexible time buckets, units, and currencies for operational and financial planning
* Capture internal and external data
* Identify demand patterns and changes via real-time updates
* Monitor changes in demand signals via exceptions and notifications
* Superior Bayesian forecasting engine that handles multiple causal factors
* One-click baseline, seasonal, trend and causal factor analysis
* Configure-to-order (CTO) product planning

**What can you do with the software?**

**Easily Configure Your Unique Business Process**

Oracle Cloud Demand Management is built on a flexible, multidimensional data architecture that gives users “slice and dice” analytic capabilities along any dimension and level of granularity. Users can organize the data in different hierarchies, currencies, and units of measure so that each has their own view of up-to-date plans, while sharing the same granular base data. Demand Management focuses your customer-centric analysis and processes by providing:

* Configurable dashboards with summary infotiles
* KPIs and data visualization elements
* Spreadsheet-like personalized workbenches with pivot tables and graphs
* Customizable measures, calculations and exceptions to support your analysis and problem detection

It also automates the evaluation of demand data with exception alerts, notifications, and color-coding to highlight areas of interest. This “management by exception” approach helps you monitor and respond to customer demand more efficiently

**SENSE DEMAND IN REAL TIME**

To respond to uncertain and variable demand effectively, you need to capture demand signals at the right level of detail and uncover any correlations or factors that influence demand patterns. You can then drive downstream planning processes by involving key stakeholders and making them more accountable. Demand Management senses demand from multiple data sources in real time, including internal sources (shipments and bookings) and external ones (market and syndicated data) that depend upon your industry A detailed understanding of the origin and relative contribution of various demands helps you predict their behavior, so you can develop effective demand-shaping programs that stimulate sales and increase market share. Demand Management’s built-in real-time analytics facilitate quick decisions. Oracle Demand Management can capture quantitative and qualitative demand insights from online and offline stakeholders. You can also annotate the data with notes to document changes and assumptions. Custom calculations help you spot trends, identify forecast variances, and respond to other demand stream changes easily and efficiently.

**Quantitative Forecasting** – This forecasting approach is a mathematical model based on historical data. It involves using past sales data to predict future demand for goods. Data sets can go back decades or can be run for the last calendar year, however the more data available, the more accurate picture of historical demand will be attained. While it may provide a basis for forecasting, demand can be unpredictable based on variable market conditions or product [seasonality](https://www.eazystock.com/blog/how-to-manage-seasonality-of-demand-to-increase-forecasting-accuracy/). Unexpected peaks in demand can result in stock outages and quiet periods may result in costly [excess stock](https://www.eazystock.com/blog/6-inventory-control-techniques-for-stock-optimization/), which can build up carrying costs resulting in diminishing profits.

**Qualitative Forecasting** – This method is less precise, and involves predicting demand based on less measurable factors such as market forces, economic demand and potential demand. Qualitative forecasting methods could be considered an art mastered by inventory planners over years of practice. Inventory forecasting techniques are inseparable from current stock review and reorder methods, and there are two broad models for inventory monitoring.