**What does the company do with trinamix and oracle?**

* They develop the trade promotion cloud solution with the companies

**Who are trinamix?**

* Oracle partner whent it comes to value chain planning in the cloud they
* implemented the most implementations when it comes to the oracle supply chain cloud

solutions

**what is demand sensing and what is it used for?**

* How can we fine tune our forecast for the short term
* How can we optimize the plan that we have and inventory we have in the short horizon(8-18 weeks)

**The steps of demand sensing:**

* **Exceptions**
* A sudden change in the forecast for the quarter
* **Reconciliations**
* **reports**