

Keep your global supply chain connected with SAS and project44

Increase precision, agility and real-time visibility with supply chain analytics



End-to-end, real-time visibility



AI-powered demand plans



Short-term demand sensing



Collaborative planning



Always-available analytics



Open, unified data platform

The Issue

Retailers and CPGs are focusing on optimizing their digital supply chain – and with good reason. Higher costs, disruptions, shortages and geopolitical events are forcing organizations to rethink how they're managing the supply chain roller coaster. Now more than ever, organizations must anticipate and mitigate risks to their supply chains.

Historical data, past assumptions and processes provide valuable input, but they're not reliable enough to plan confidently for the future. In uncertain times, retailers and CPGs look to their data to drive revenues, reduce costs and improve the accuracy of demand planning and forecasting. Having the right data helps organizations respond with precision, speed and agility.

It's imperative to make precise, data-driven decisions when it comes to pricing, demand planning and transportation. Surviving – and thriving – in this environment requires a comprehensive demand-planning solution combined with real-time, relevant supply chain data and visibility.

The Challenge

Inaccurate inventory allocation. Not having a precise way to plan and optimize inventory leads to insufficient inventory allocation. The inability to visualize inventory in motion throughout the supply chain prohibits optimal deployment flexibility.

Lower levels of customer service and satisfaction. Both customer service and satisfaction suffer when retailers and CPGs don't have insight into their inventory. Without proper inventory levels, customers may not get what they need when they need it. In today's hyper-competitive marketplace, customer retention is critical, and customer flight is inevitable without high levels of customer satisfaction.

Higher inventory and transportation costs. Without precision planning based on accurate data and advanced analytics, organizations often incur higher transportation costs and don't have a real handle on what's in their inventory. Reactive, expedited inventory management will cause increased product costs and transportation expenses.

Inefficient resource planning. A lack of analytics capabilities and automation makes it more difficult to properly allocate employees and equipment where needed most. Reliable labor is increasingly difficult and expensive to procure – and quickly becoming the most critical supply chain investment so it must be managed with optimal efficiency.

Low visibility into overall inventory levels. Without the real-time data and visual analytics needed to view the entire supply chain, it isn't easy to know the full picture of standing and in-motion inventory (from raw materials to end-of-life disposition).

Our Approach

Project44's global supply chain carrier network and real-time data platforms are integrated with the SAS® Intelligent Planning Cloud. Using SAS and project44's integrated supply chain planning platform, retailers and CPGs gain a competitive advantage by boosting supply chain agility, cost efficiency and scalability.

Access to real-time, high-fidelity transportation data

Project44 collects real-time global supply chain data from the world's largest network of carriers - for every mode and geography at the order, line and SKU level.

Data collection and cleansing

The project44 Movement platform normalizes and prepares real-time global supply chain data for easy ingestion into the SAS Intelligent Planning Cloud.

Fully integrated API network

Relevant, customer-specific data sets are transmitted in real time through a fully integrated API network refreshed at the desired frequency (e.g., hourly, daily, weekly).

Intelligent decisioning platform

Global supply chain data from project44 is loaded into the open, unified data layer of the SAS Intelligent Planning Cloud. That data is then combined with customer planning data for a highly accurate, real-time intelligent decisioning platform - enabling supply chain planning that's agile, precise, resilient and reliable.

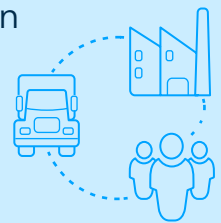
The SAS® Difference

Organizations using the SAS Intelligent Planning Cloud can be confident that they'll operate more efficiently and effectively at all levels of decision making due to our automation, scalability, statistical precision and end-to-end visibility.

- **Complex optimization problem solving.** Run powerful, automated end-to-end supply chain and network optimization solvers in parallel in the cloud to solve routing, planning and resource allocation challenges.
- **Integrated data management.** The ability to easily ingest data from the world's largest real-time data repository allows the SAS Intelligent Planning Cloud to perform better than competitive supply chain planning platforms.
- **High-performance consumer demand forecasting.** Maximize the productivity of demand and supply planning resources, automating decisions where possible. Deploy critical talent where needed for optimal upstream planning.
- **Single administration and reporting interface.** An intuitive visual interface lets users view the condition of the entire supply chain in real time with integrated, drillable and easy-to-understand visualizations.
- **Simulation, what-if analysis and scenario planning.** Find the best possible outcome by optimizing for profit and supply chain resiliency - while considering business and operational constraints - using integrated digital-twin simulation capabilities.
- **Flexibility and scalability.** SAS Intelligent Planning Cloud is flexible to meet the needs of a growing business, seamlessly scaling as needed.
- **Powered by SAS® Viya®.** SAS Intelligent Planning Cloud is on a completely redesigned architecture so it's compact, cloud native, precise and fast.

"The project44 and SAS collaboration brings together the world's largest global real-time transportation data repository, with industry-leading intelligent supply chain planning capabilities, to enable real-time precision and visibility in E2E global supply chains. The partnership promises greater agility, resiliency and cost optimization in supply chain planning."

Brian Kilcourse, Managing Partner at Retail Systems Research



Please visit to see how [SAS delivers supply chain analytics](#).

