

# ARE YOU MEETING YOUR CUSTOMERS' DEMANDS?

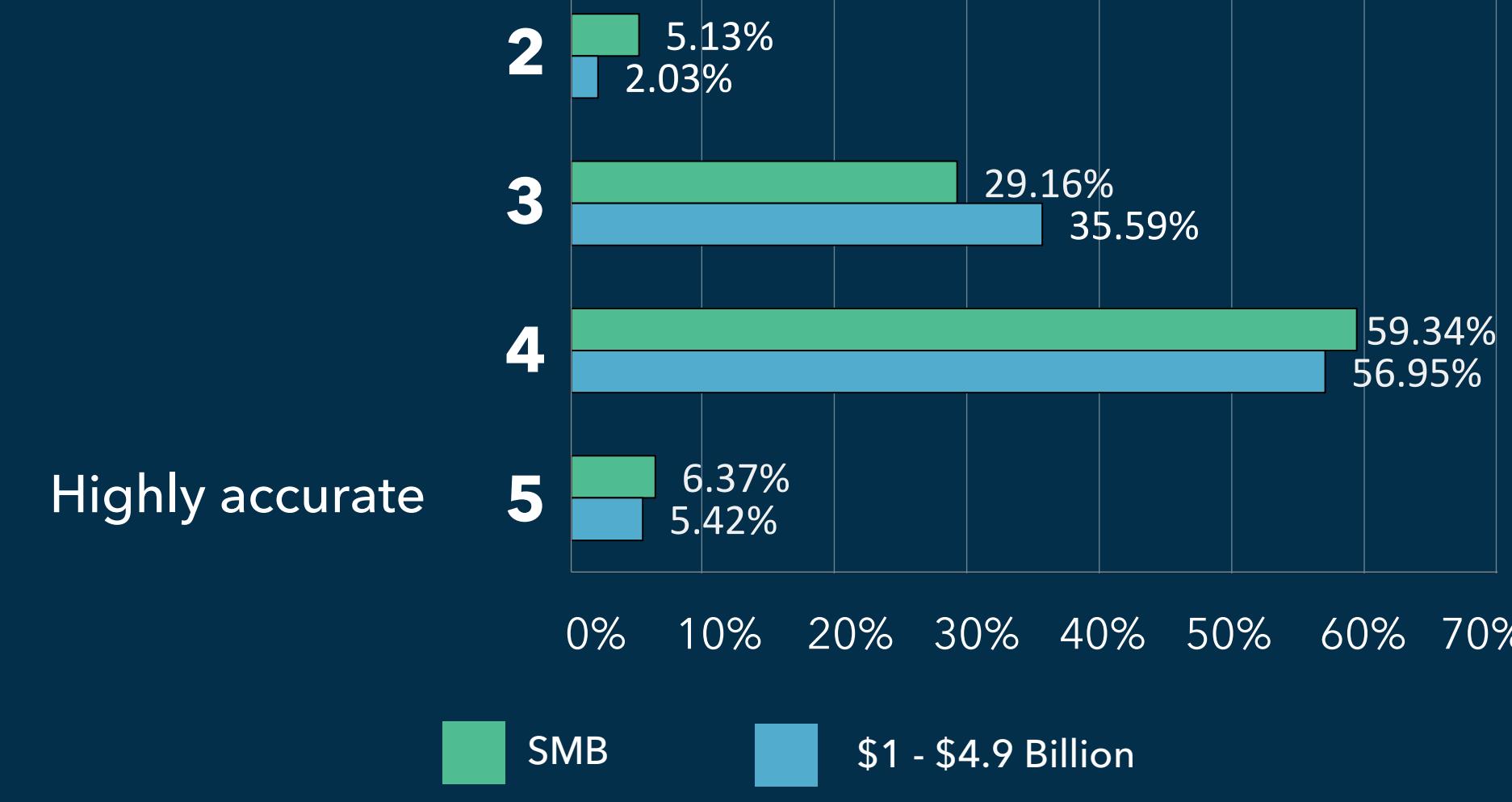


Companies often highlight AI, data and analytics as powering demand planning, customer experience or supply chain.

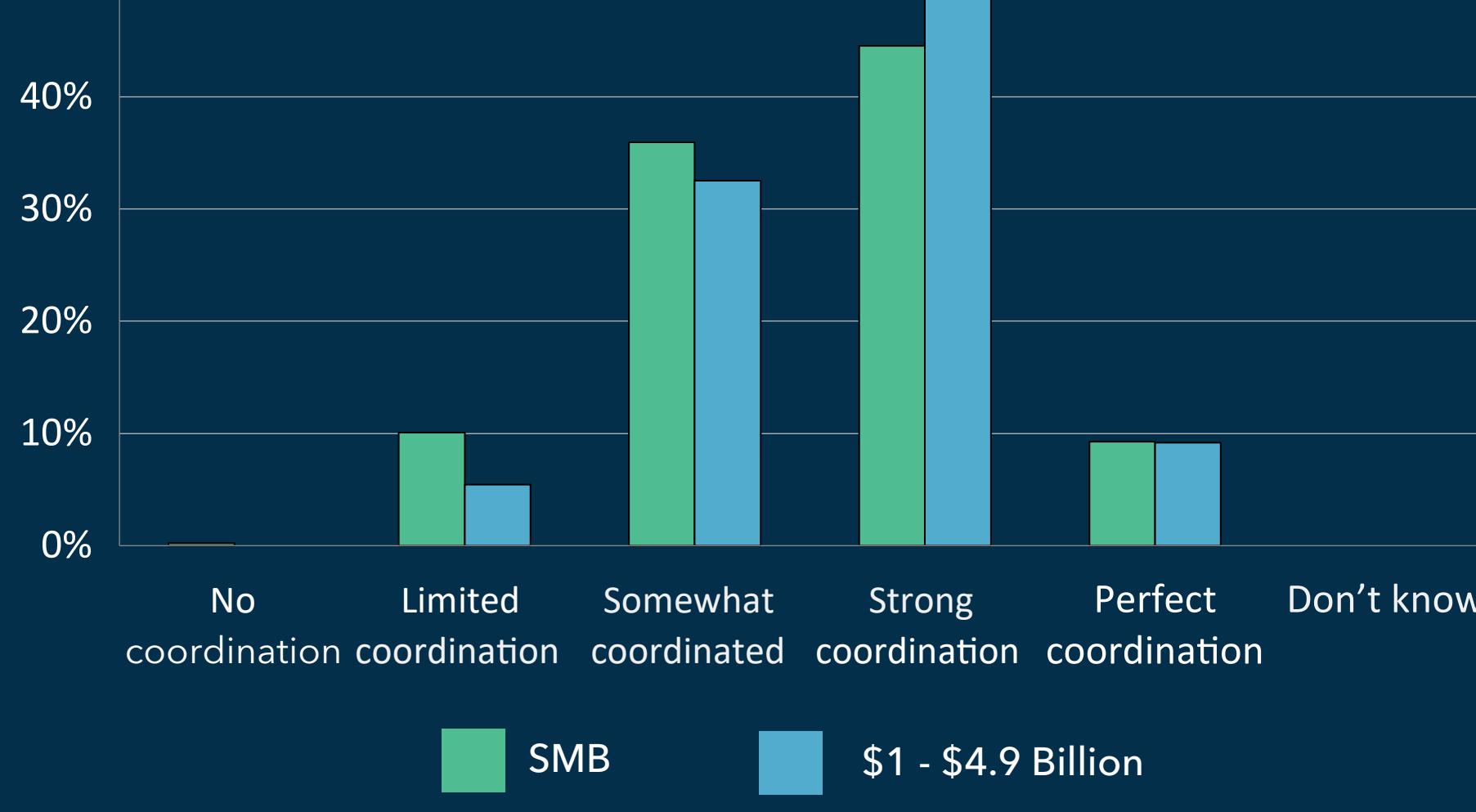
What they often fail to recognize is the significant differences between small and midsize businesses and enterprises. And while SMB organizations secured significant revenues in 2021, they remained weaker in several areas, such as:



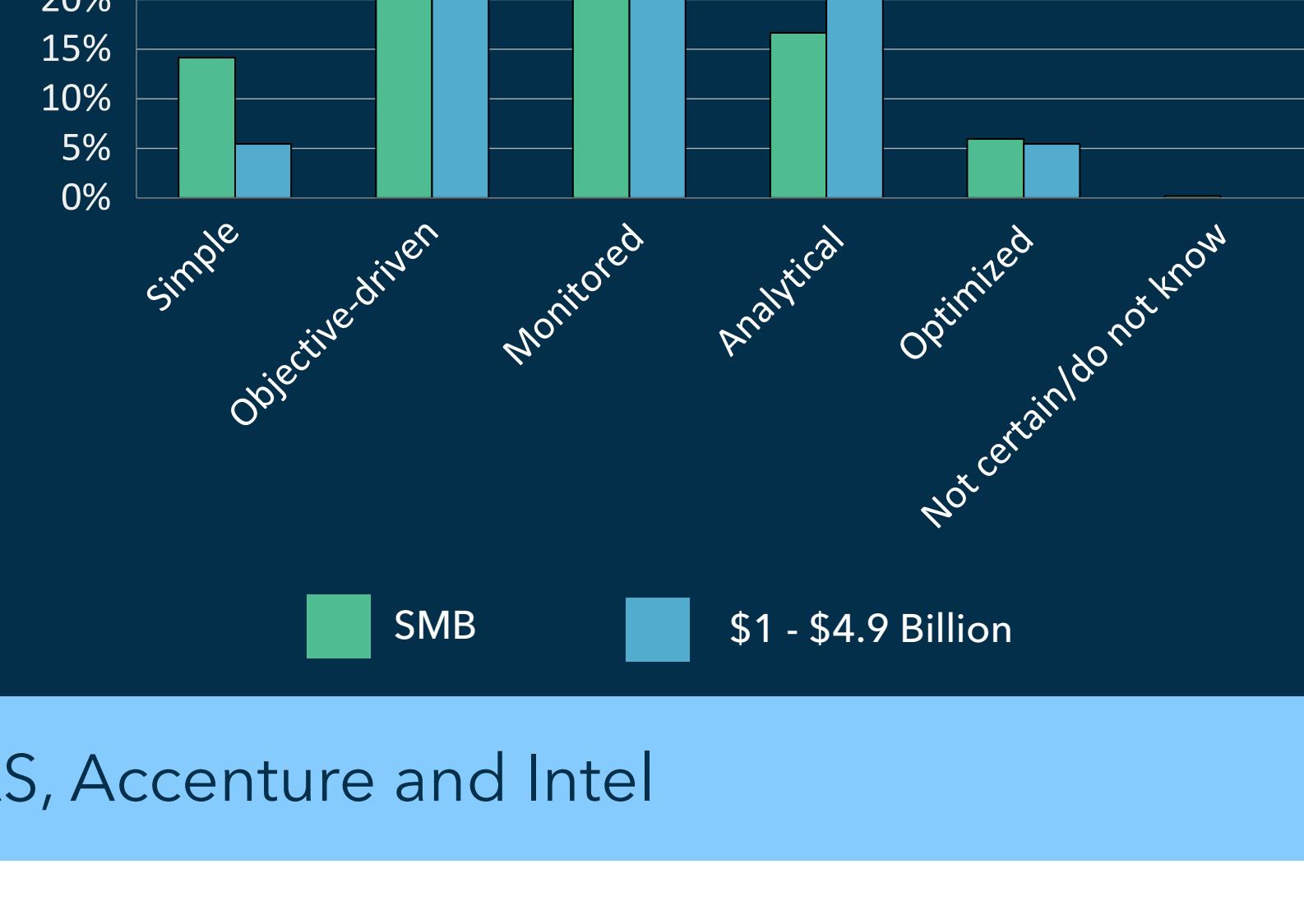
## Accuracy in demand planning and forecast \*



## Coordination between customer engagement, marketing side and supply chain fulfillment\*



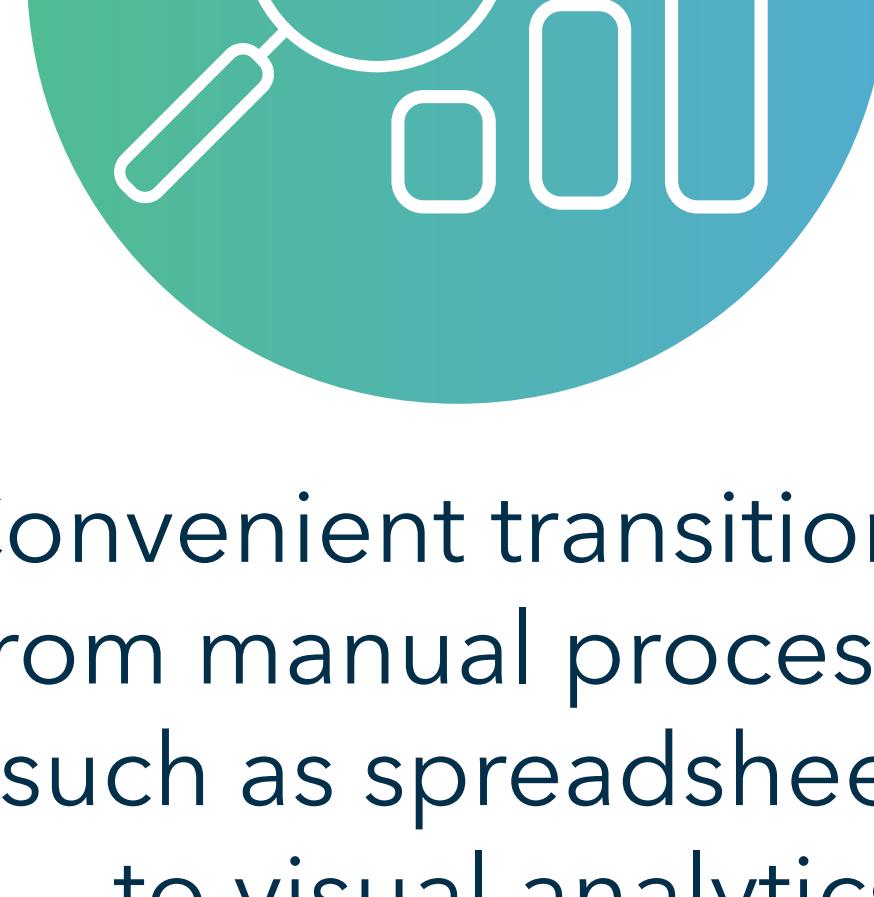
## How budgets associated with customer engagement programs are created and managed\*



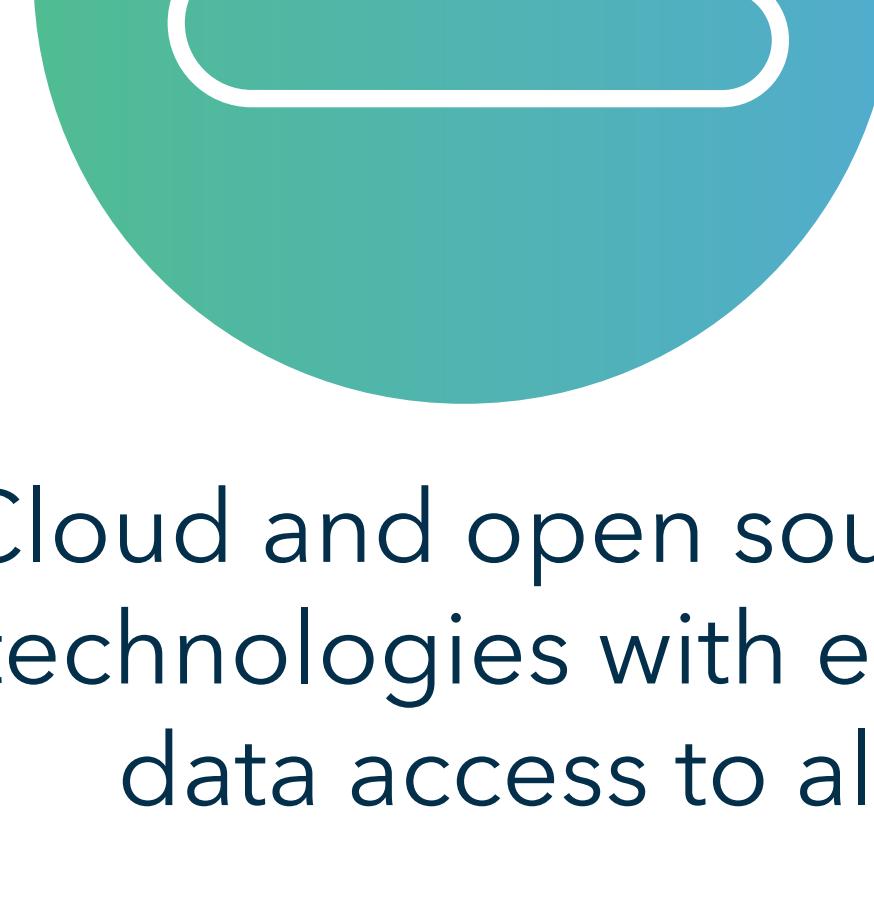
\* Forbes Insights, in partnership with SAS, Accenture and Intel

## Address your challenges with real time customer data

SAS has been helping SMB companies in the retail/CPG field for over 40 years, both directly and through key partners. Whether you have novices or experts, with SAS it all starts with actionable data to make strategic decisions fast.



Convenient transitioning from manual processes, such as spreadsheets, to visual analytics



Cloud and open source technologies with easy data access to all



IoT-enabled Supply Chain and inventory transparency



Practical solutions and support to drive your business outcomes



Transition and analytics adoption path from basic text analytics to AI/machine learning

### Increase revenue

**2% - 5%**

with agile, short-term forecasting techniques

### Increased on-shelf performance

**30 - 50%**

by responding faster to rapidly shifting regional differences and channel preferences

### Reduced time to finalize forecasts up to

**47%**

using automated analysis driven by machine learning

Visit [sas.com/smb](http://sas.com/smb) or our **main retail site**.