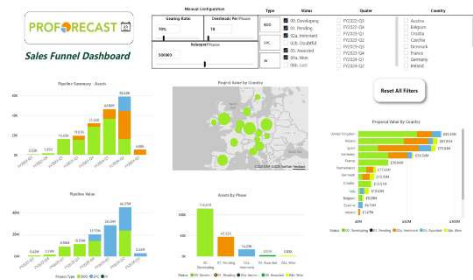
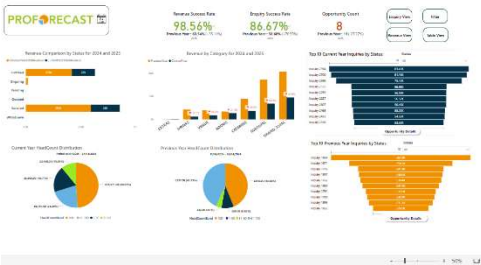
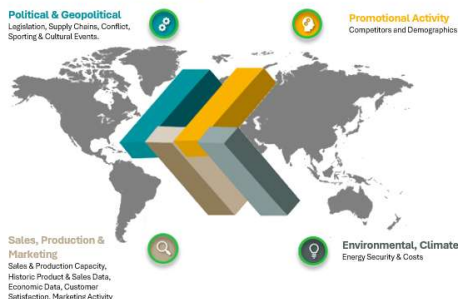


Case Study Consumer Goods



Demand Forecasting & AI Inputs



Introduction

- The client is a privately owned UK-based manufacturer and distributor of electrical products, operating in 25 countries.
- Their ERP system supports core accounting, but budgeting and forecasting were previously managed in Excel.
- As the business scaled—with hundreds of products and a large customer base—Excel became a bottleneck, creating inefficiencies and undermining forecast accuracy.
- Demand forecasting was a particular concern, prompting the search for a more intelligent, scalable solution.

Clients Pain Points

- Excel-related issues included:
 - File sharing problems and version control breakdowns.
 - Formula errors and system hangs during updates.
 - Lack of collaboration and data security, especially around payroll.
- Sales forecasts from commercial teams were often unreliable, affecting budget integrity.
- The client wanted AI-driven forecasting to sense-check inputs and improve accuracy.

Implementation Strategy

ProForecast appointed a dedicated Project Manager to scope the existing system and design a two-phase rollout:

Phase 1: Financial system integration and reporting overhaul.

Phase 2: Deployment of Rapier (AI demand forecasting) and ProPilot (GPT-4 Turbo-powered LLM).

Benefits Realized

ERP Integration:

- API link streamlined month-end actuals import from the general ledger.
- Rolling and variance reports were auto generated.

Reporting & Structure:

- GL structure mirrored existing divisions and cost centres.
- BI developers customized the reporting suite for maximum impact, and the real drivers that affected it.

Case Study

Consumer Goods

PROFORECAST

ProForecast offers Mid-market Businesses' flexible, cost effective and comprehensive forecasting and strategic planning capability incorporating AI and Machine Learning.

ProForecast fully integrates into the core accounting system, providing businesses with a powerful and transformational tool to enable management to make informed decisions quickly and accurately.

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Benefits Realized

Collaboration & Privacy:

- Multiple users contributed to budgeting with permission-based access controls.
- Payroll data remained secure and isolated.

Modelling Flexibility:

- Templates allowed dynamic module creation.
- Overhead and direct cost calculations were tailored to real business drivers.

Operational Efficiency:

- Month-end reporting was simplified.
- “What If” tools enabled rapid scenario testing.
- Reforecasting was fast and intuitive.
- Multiple budget versions could be maintained and shared easily.

AI Forecasting:

- Phase two rollout of Rapier and ProPilot is underway, with early signs of improved demand accuracy and stock planning.

Quality Of Support

- Support rated as excellent.
- Implementation team anticipated needs and minimized stress.
- Setup was smooth and well-coordinated.

Application Strengths

- Intuitive interface with deep-dive capabilities.
- Fast calculation engine and responsive performance.
- Robust dashboards with historical data and live updates.
- Eliminated version control and formula breakage issues.
- Enabled collaborative planning across departments.

Application Dislikes

- Occasional need to clear cache and cookies to resolve front-end issues.

Desired Features

- Drill-down functionality for actuals in variance reports (scheduled for Q2 2026).

Conclusion

- The client is pleased with their investment in ProForecast.
- The platform has delivered measurable improvements in accuracy, efficiency, and collaboration.
- They would confidently recommend the solution to similar businesses.