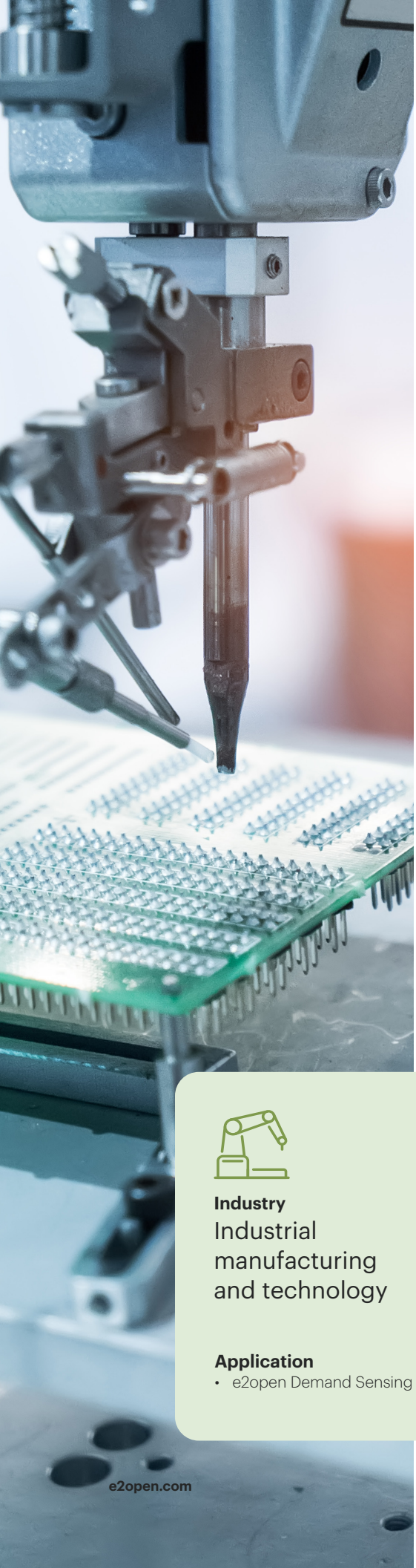

CASE STUDY

e2open
WISETECH GLOBAL GROUP

Global Industrial Manufacturer Uses Forecast Value Add to Optimize How Planners and AI Work Together

A global industrial and technology manufacturer with a large, complex product portfolio used e2open Demand Sensing to create an AI-led baseline forecast for longer-range planning, then compared it with the company's planner-adjusted consensus forecast. The Demand Sensing baseline achieved a lower error rate (62% MAPE) than the consensus forecast (67% MAPE), revealing an opportunity to sharpen forecast accuracy by rethinking where and how planners apply manual adjustments.

Industry
Industrial manufacturing and technology

Application
- e2open Demand Sensing

Challenges
- The company needed to define when planners should intervene in an already strong AI-generated baseline forecast.
- Planners manually adjusted 39% of planning buckets, creating a need to measure the value of that effort.
- Manual adjustments reduced forecast accuracy overall, with the consensus forecast at 67% MAPE compared with 62% MAPE for the AI-generated baseline.

Solution
- E2open Demand Sensing produced the AI-led baseline forecast for longer-range planning.
- Forecast Value Add analysis compared the baseline with planner-adjusted consensus forecast.
- The organization used the results to identify where planner input improved accuracy and where AI should be trusted.

The situation

As AI-led forecasting was implemented, the company faced a practical planning question: where should planners intervene when the forecast engine already produces a strong baseline? Its consensus planning process was focused on planners adjusting the AI-generated forecast using judgment, business knowledge, and cross-functional input.

Planners manually adjusted 39% of planning buckets across the data set. The company needed to know whether that effort improved accuracy, where planner expertise created measurable value, and where the AI baseline should be trusted.

The challenge

The company needed a reliable way to measure whether planner adjustments improved or degraded forecast accuracy against actual demand. Without that visibility, planners risked spending time on changes that appeared important but did not improve forecast quality.

The larger challenge was governance. The organization needed to determine when human intervention added value, when AI should lead, and how planners could focus their expertise on the exceptions that mattered most.

The solution

The company used e2open Forecast Value Add analysis to compare the AI-generated Demand Sensing forecast with the planner-adjusted consensus forecast. Forecast Value Add shows whether manual intervention improves or worsens accuracy against actual demand, giving the organization a clear measure of planner impact. Expressed in mean absolute percentage error (MAPE) points, a negative FVA means an adjustment made accuracy worse; a positive FVA means it made it better.

With that framework, the company could move beyond broad manual adjustments and define where the forecast engine should lead. Planners could focus on areas where business context changed the outcome, while the AI baseline handled patterns it could read more effectively at scale.

The outcome

The analysis helped the company shift from broad manual intervention to targeted, evidence-based planning. Planners could spend less time adjusting forecasts that AI already handled well and more time on exceptions where their knowledge improved outcomes.

Forecast Value Add analysis gave the company a shared measurement system for deciding when to trust the forecast engine and when to intervene. It made planner-AI collaboration measurable, repeatable, and operationally practical, while identifying a 30% to 50% planner productivity opportunity.

See what powered the 62% MAPE baseline in this case study. **Get the details on how e2open Demand Sensing generates AI-led forecasts at scale.**

Explore the **Demand Sensing data sheet**

62% MAPE
FOR THE AI-GENERATED DEMAND SENSING BASELINE FORECAST.

67% MAPE
FOR THE PLANNER-ADJUSTED CONSENSUS FORECAST.

39%
OF PLANNING BUCKETS WERE MANUALLY ADJUSTED, INDICATING SIGNIFICANT PLANNER EFFORT.

-5% total
FORECAST VALUE ADD MANUAL ADJUSTMENTS REDUCED ACCURACY OVERALL.

30% to 50%
PLANNER PRODUCTIVITY GAIN BY TARGETING INTERVENTION WHERE IT PAYS OFF.

14135 Midway Road, Suite G300, Addison, TX 75001 | e2open.com

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