



Closing the gap with Demand IQ.

Retailers know *exactly* what's selling in store. *None of it* reaches the external supply chain.

The Gap Today

Retailers know **exactly** what's selling in store. **None of it** reaches the external supply chain.

Upshop already drives accurate, store-level forecasting for fresh and center-store categories. But that signal stops at the back-room door, CPGs are still planning production off shipments and guesses.

Retailer · In-Store



Accurate forecasts in fresh & center store

- ✓ Store-level demand by SKU, by day — fresh produce, bakery, deli, meat.
- ✓ Center-store replenishment tied to real consumer pull, not yesterday's order pad.
- ✓ Shrink, waste, and labor decisions all keyed off the same demand truth.
- ✓ Powered by Upshop — already live in the operator's workflow today.



Loop never
closes



CPG · Supply Chain

Planning off shipments & guesswork

- ✗ No store-level demand signal — only lagging shipment and order data.
- ✗ Bullwhip effect — small shifts at the shelf become huge swings upstream.
- ✗ DSD especially blind — no forward visibility into store-by-store demand.
- ✗ Result: over-produce, under-produce, expedite, write off — repeat.

The Forward Signal

From last minute orders **before out of stock** → a demand signal that **spans a full year ahead**.

Three forecast cadences, one continuous signal



Horizon · 12 months

Monthly forecasts

Suppliers can plan production, raw materials, and capacity.

12 mo



DSD Parity

DSD finally forecasts like everything else

Same forecasting rigor warehouse SKUs have, now extended to Direct Store Delivery.



Horizon · 6 months

Weekly forecasts, sharper, more actionable

Material accuracy lift over today's planning, drives ordering, allocation, and labor.

6 mo



Horizon · 1 month

Daily forecasts, replaces last minute ordering

Daily demand by store/SKU. No more "order it days before delivery or after stockout."

1 mo



Offsets the Cost of Total Store Ordering

Proof of Value

We already found **\$10.3M** in out-of-stock

In a recent retailer POC, Demand IQ identified more than **\$10.3 million in out-of-stock opportunity** across 220 stores and just two categories - every dollar of it preventable with better upstream planning.

✔ Opportunity Identified

\$10.3M

in out-of-stock impact
preventable with better upstream planning



Footprint

220 stores

Single retailer POC



Scope

2 categories

A small slice of the assortment - not the whole chain



Preventability

100%

Every dollar avoidable with better upstream planning



Now imagine the full assortment, every store, every week.