



# **SUPPLY CHAIN EXPERT EXCHANGE SPRING CONFERENCE**

## **Driving Forecasting Excellence - Partnering Process with Technology**

### **Lisa Bonet**

*VP, Distribution & Promotions  
Restaurant Services, Inc.*

### **Morgan Swink**

*Professor, Exec. Director CSCI  
Neely School of Business  
Texas Christian University*

### **Trevor Spring**

*VP, Supply Chain  
Focus Brands*

### **Steven Rodgers**

*VP, Business Development  
HAVI*



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EXPERT EXCHANGE**  
Connect. Learn. Lead.

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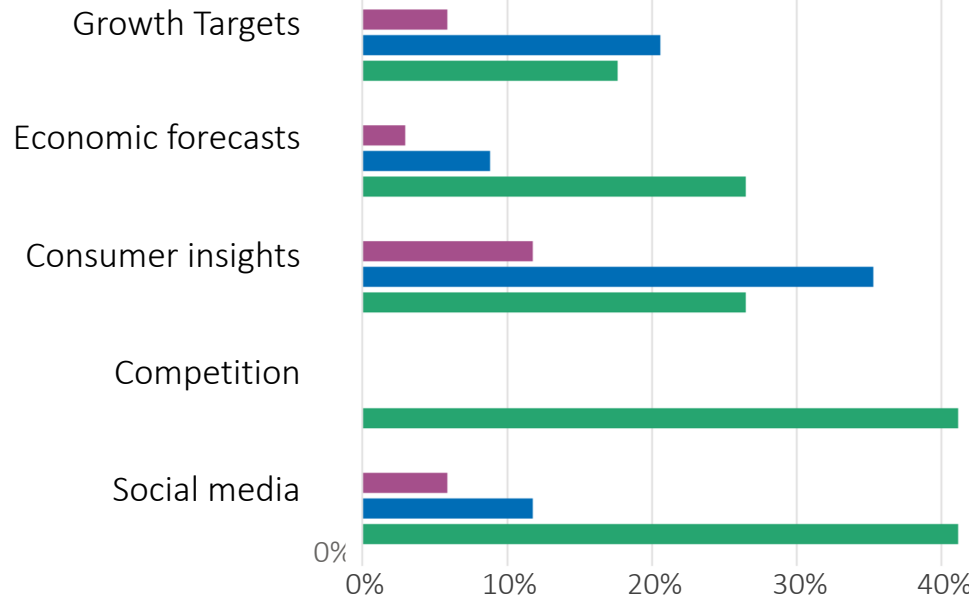
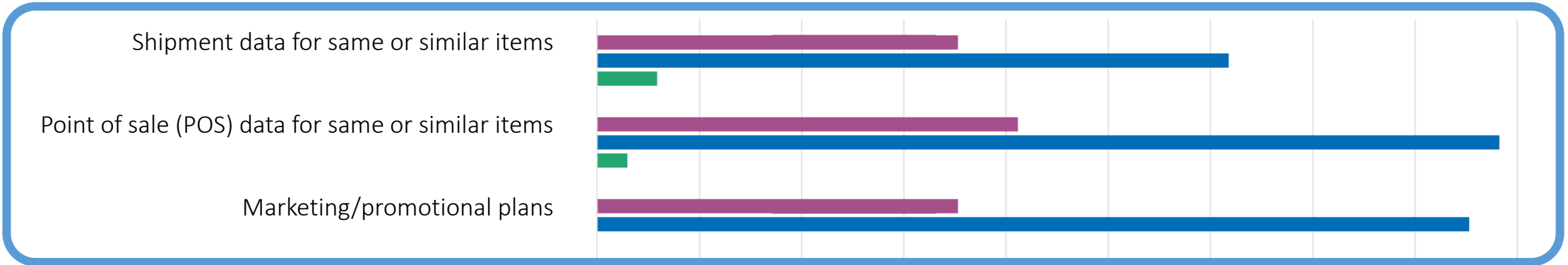
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*HAVI*





## SURVEY QUESTION:

What information sources do you use to create forecasts?  
Please rank them in order of importance.



### Respondents

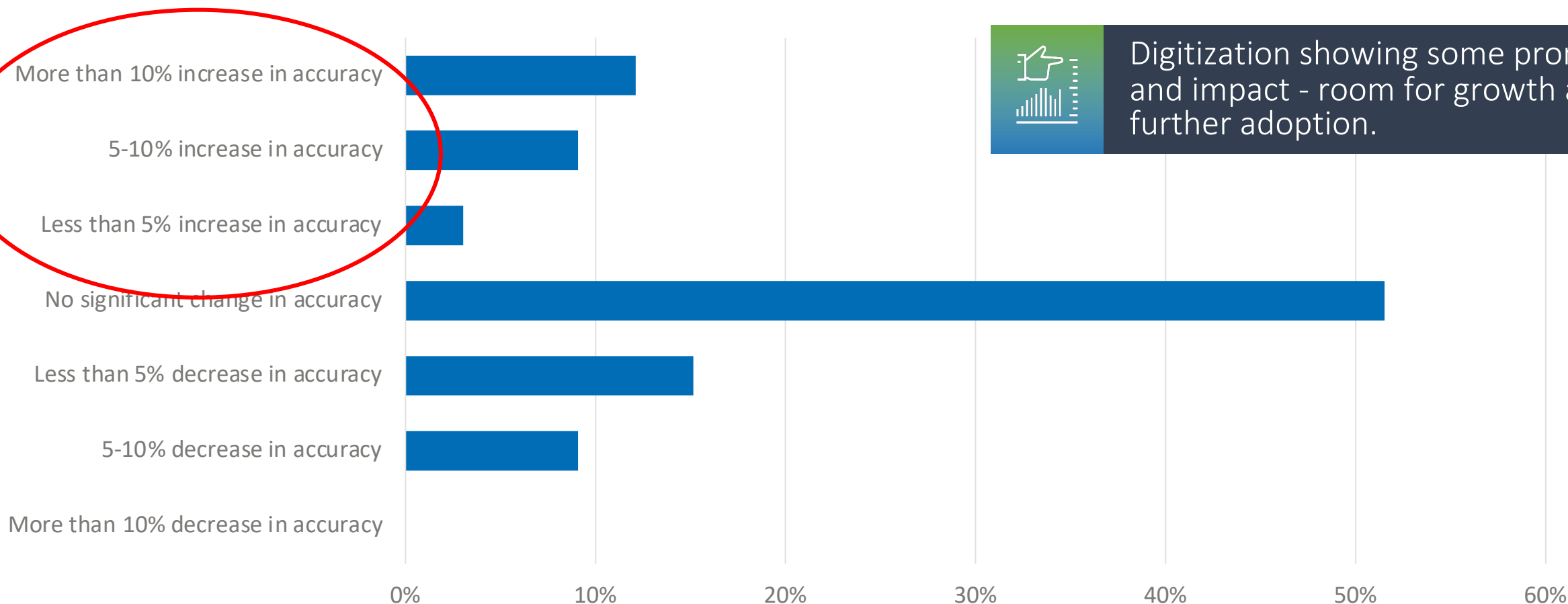
- Top 1
- Top 3
- Not used


Make more effective and comprehensive use of data/insights



## SURVEY QUESTION:

How has increasing digitization (mobile apps, social media, etc.) affected your overall LTO/promotions forecasting accuracy?

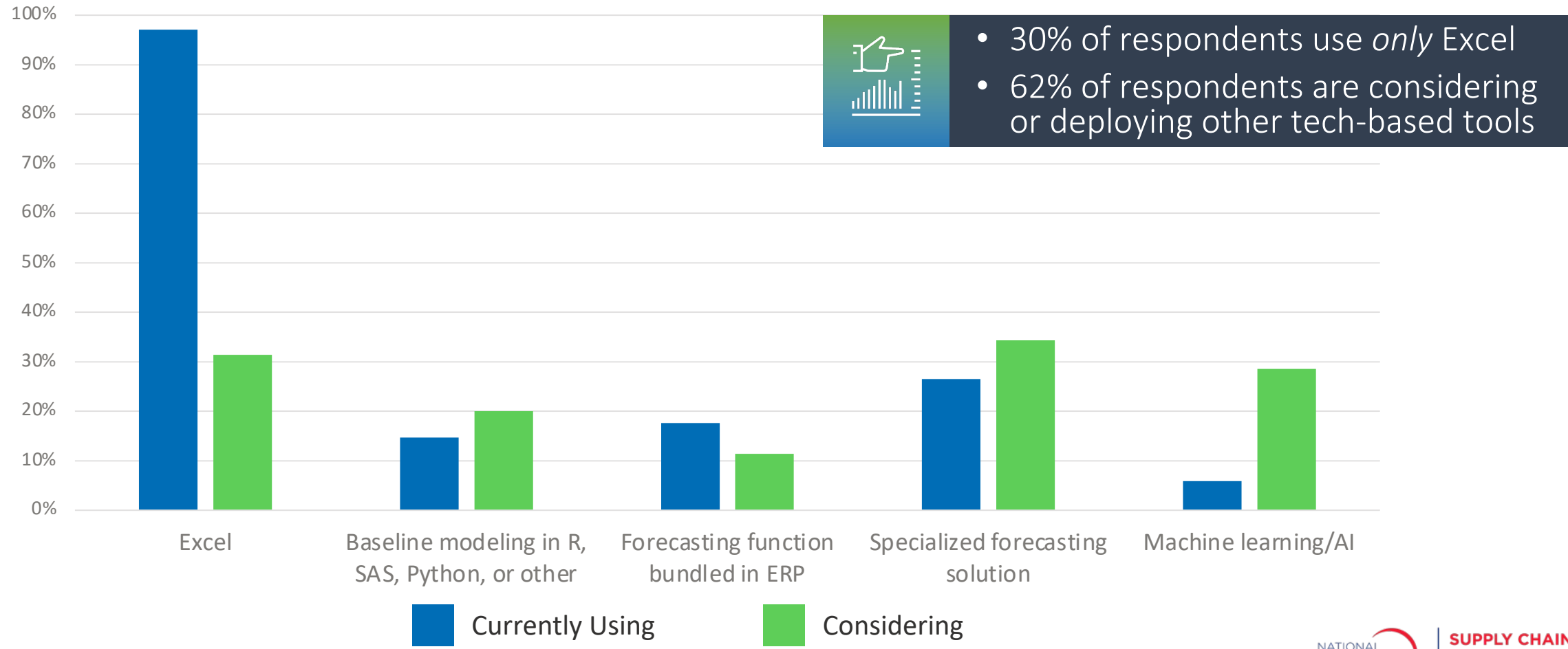


 Digitization showing some promise and impact - room for growth and further adoption.



## SURVEY QUESTION:

What forecasting tool(s) do you use to create forecasts for new products and line extensions?  
 What forecasting tool(s) are you considering or currently developing for use in the future?






## SURVEY QUESTION:

How satisfied are you with the forecasting tools you are currently using?

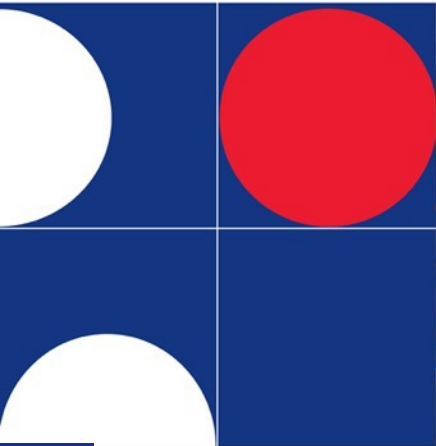
	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
Excel only	7%	27%	20%	40%	7%
Excel plus	0%	16%	16%	53%	16%



Users of tools beyond Excel were more satisfied with forecasting tools

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# Thank-you!

