



# Demand Sensing: REAL TIME MARKET INTELLIGENCE APPLIED TO BUSINESS

## A new method of forecasting

Demand sensing powered by AI technology helps drive customer centric supply chains. It helps to connect the dots between leading indicators of external market with internal business processes and establish meaningful correlations. Demand sensing is different from traditional approaches as it uses a broad range of market signals such as market shifts, customer behaviors, competitor prices etc., to derive correlations that can drive competitive decisions and actionable insights. Demand sensing AI models can help drive intelligent pricing strategies, dynamic pricing and highly accurate demand plans. With demand sensing you get to prioritize what the customer wants, when the customer wants and at what price.



## Key Features: Demand Sensing



### Market Data Auto Ingestion

Automatic ingestion of various data sources (Macro economic, Industry specific, Private and Government) into a data lake



### Predictive models & Simulations

Machine learning models that are suitable to predict & simulate a range of demand, supply and price scenarios



### Features Identification

Data driven Key features Identification from market data with powerful correlations, timeseries and other impact analyses



### Continuous Learning

Continuously learning models based on user feedback

## About MOURI Tech

Established in year 2005, MOURI Tech has evolved into a trusted global enterprise solution provider to its customers, helping them transform to an intelligent enterprise. Its customer base includes several fortune 500 companies and from various industries across the globe.

Company has recently launched AI based suit of products through [www.aurasuite.ai](http://www.aurasuite.ai) to help business embrace the latest advances in technology. MOURI Tech invests in its R&D and innovation labs that are eventually set to evolve unique IT products that are patent approved (USPTO).

Currently MOURI Tech operates from multiple offshore centers in India, mainly in Hyderabad, Vizag, Kolhapur, Bengaluru in supporting deliveries to its global customers and this includes global public sector organizations such as United Nations and more.

Delivery Excellence CMMI - DEV/3 | ISO 27001 - ISMS Certified | PCI DSS Certified | AICPA – SOC Certified.

## Industry segments

Automotive | Chemicals | Insurance |  
Banking & Financial Services |  
Construction & Real Estate | CPG |  
Food Processing | Hi-Tech | Oil & Gas |  
Retail | Manufacturing & Logistics |  
Media & Entertainment | Life Sciences |  
Telecommunication | Hospitality |  
Travel & Transportation

## Key offerings

- Enterprise Solutions
- Digital Transformation
- Infrastructure & Cloud Solutions
- Emerging Technologies
- Managed Services
- Systems Integration
- Business Process Services
- Engineering Services

## Technology Alliances

SAP Gold partner | MS Gold partner | Automation Anywhere partner | AWS partner | Salesforce partner | ServiceNow partner | UiPath partner | Snowflake partner | MS Cloud partner



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