



Dataviva

Next-Gen Demand Planning
Dec 3, 2025



Dataviva brings AI-driven decision-making to enterprise planning.

We replace manual spreadsheets with automated demand forecasting, supply chain optimization, and smart replenishment — delivering measurable impact

We achieve over **10x ROI** thanks to better math and faster decisions

Live, AI-Driven Planning

Demand Management

- Demand Forecasting
- Promotional Forecasting
- Demand Planning
- Automated Size Curves
- Returns Forecasting



Merchandising

- Merchandise Financial Planning
- Assortment Planning
- Category Management
- Assortment Optimization

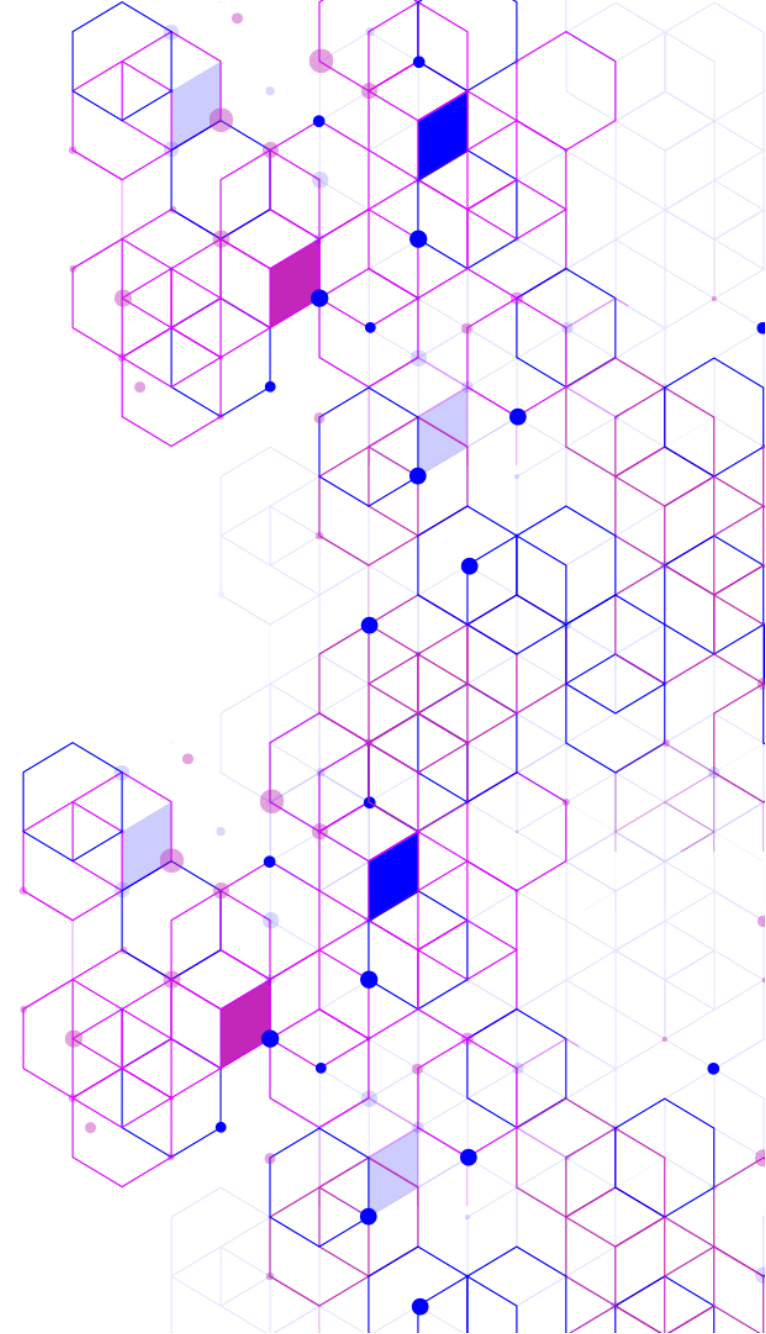
Supply Chain

- Supply Chain Planning
- Automated Replenishment
- Allocation
- Sales & Operations Planning
- Control Tower / Monitoring
- Strategy Optimization

Price & Promotion

- Price Automation
- Regular Price Optimization
- Promotion Planning
- Markdown Optimization

Cloud-native, Scalable to Billions of Products/Channels



Automated Predictive AI



Our predictive analytics are based on **product and channel attributes** and can **forecast demand fully automatically**

Dataviva will automatically pick the best combination of attributes to use as the data source for forecasting for every item/channel combination

> Easy New Item Introduction

New Items can be predicted fully automatically – no need to pick like items

> Optimized Allocations

Taking into account forecasts and automated size packs

> Assortment Recommendations

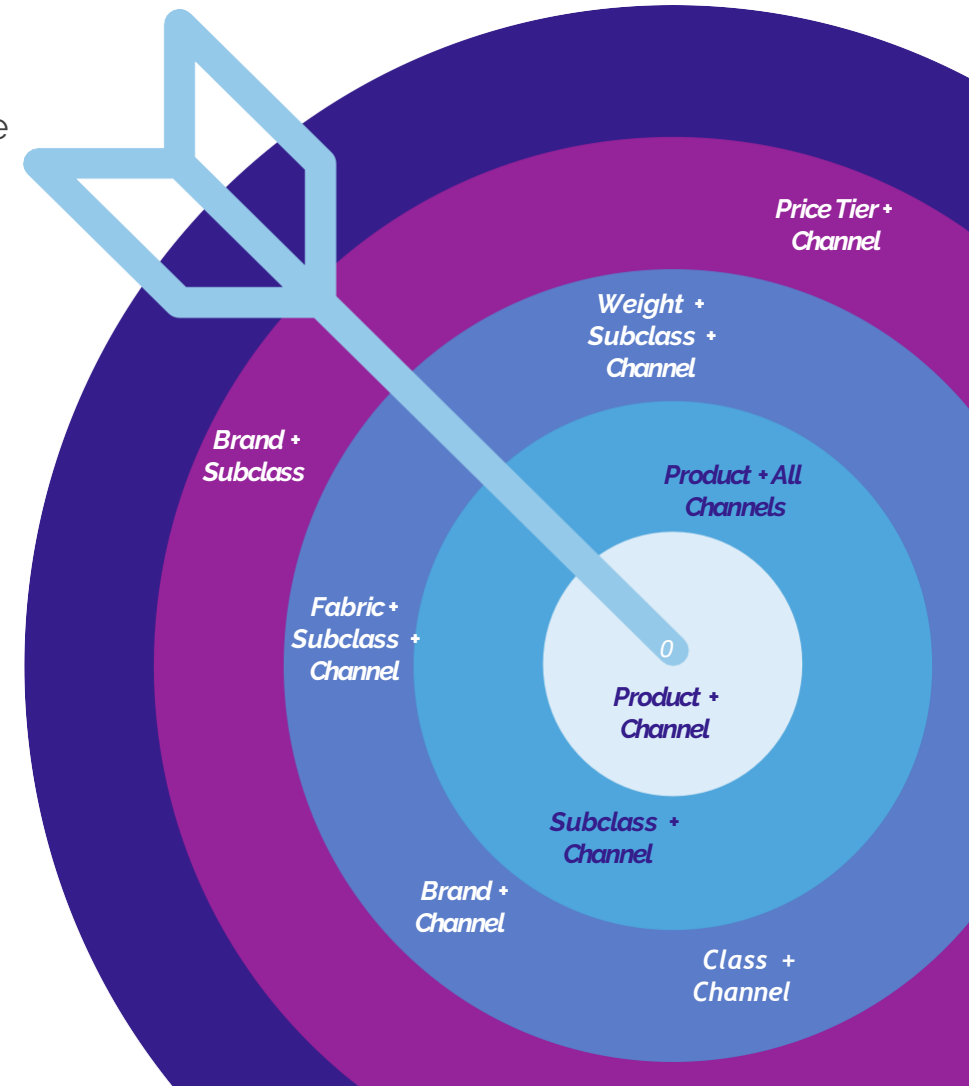
Using assortment constraints maintained at any level

> Better Pricing & Promos

Automated elasticity calculations across attribute groupings

> Expandable Analytics

Access to any Python library





Case

О'КЕЙ
ОТЛИЧНО ЖИТЬ ПРАКТИЧНО



Okey Markets – Supply Chain



Okey is one of the largest grocery chains operating in Eastern Europe and managing more than 150 stores. The company operates under two main formats: hypermarkets and discounters.



Best-in-class
Shopping
experience



150+
Stores



20000+
SKUs

The Challenge

This hypermarket's supply chain was partly managed manually and partly automated, leading to a lack of synchronization across systems and departments as well as issues in Store replenishment and Distribution Center fulfillments. Non-centralized supplier orders lead to time and volume inefficiencies making it impossible to view the wider horizon.



The Results

Okey decided to move its Supply Chain to Veltio SCP (APX 3) on the Oracle RPAS platform in 2016 . Okey was able to boost operational efficiency, centralize and synchronize their supply chain, increase service level & reduce waste by automating their supply chain & improving their forecast accuracy.

In October 2021, Okey decided to upgrade its SCP system to **Dataviva Supply Chain** and migrate its systems from Oracle RPAS. With this upgrade Okey expects to **reduce its Total Cost of Ownership** and gain advanced Supply Chain Planning features like order smoothing and scaling as well as strategy optimization.

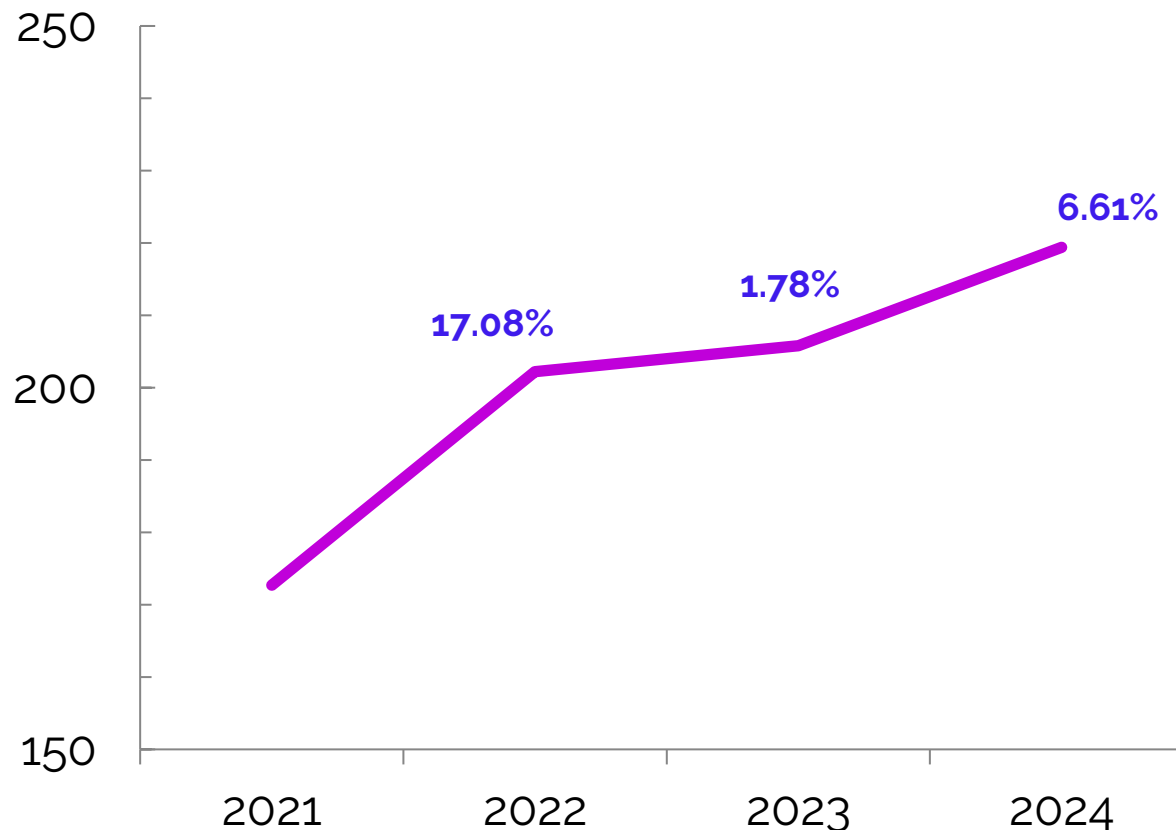


Okey Markets – Supply Chain



The Results in Numbers

Revenue (RUB bn)



— Revenue (RUB bn)



8.3%
CAGR* Revenue
(2021-2024)



Okey Markets – Supply Chain



The Results in Numbers

>20%

Increased
Forecast Accuracy
(regular products)

>30%

Increased
Forecast Accuracy
(promo products)

>2%

Reduced
Fresh Food
Wastage

+1%

Stock
Availability

+1%

Customer
Service



Case

Harding
MAKING EVERY CRUISE BETTER



Harding Retail Supply Chain

Harding+ is the number 1 global cruise retailer by size, working as partners with 17 different cruise line operators across the globe, and with 90+ cruise ships in operation or under contract. The 300+ shops Harding+ operates cover 17000 m2, and deliver over 4.4m transactions per year



100+
Ships



>300
Shops on Board



40,000+
SKUs

The Challenge

Unlike conventional retail supply chain transformations, the Harding+ and Dataviva project tackled unparalleled complexity. Each cruise ship operates with bespoke product assortments, traversing diverse global destinations with varying passenger demographics and logistical challenges.

Together, Harding+ and Dataviva addressed one of the most intricate operational models in global retail.



Harding Retail Supply Chain



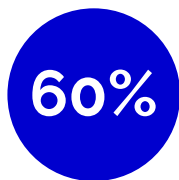
The Results

Fast-forward 14 months, and the results are evident: Harding+ has gone live with our **Demand Forecasting** and **Supply Chain** innovative system, marking a first for the cruise industry. Leveraging machine learning and automated replenishment, the solution has codified the intricacies of forecasting and inventory management for dynamic, ever-changing conditions.

70% of Harding+'s portfolio is managed through Dataviva's platform, with key metrics already demonstrating success: out-of-stock rates on key lines have dropped by 60%, while inventory value has reduced or remains steady, resulting in improved customer satisfaction and operational efficiency.



Portfolio Managed
through Dataviva



Out of Stock
Decrease

Summary

Why Dataviva Matters for Greek Enterprises

- **Reduces waste & out-of-stocks** across large store networks
- **Improves forecasting accuracy** across volatile demand patterns
- **Automates** replenishment & pricing decisions
- Enables scalable digital transformation with **fast ROI**



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