



Angelcare transforms Integrated Business Planning with Self-Serve AI



Angelcare transforms IBP with Self-Serve AI

Customer



Angelcare Group

<https://angelcaregroup.com>

Industry

CPG – Baby and Pet Care

Opportunity

- Improve forecast accuracy
- Reduce inventory holding
- Improve promotion ROI

Solution

- Interconnected Demand, Inventory and Promotion Planning

Results

- Improved forecast accuracy by 12%
- Optimal inventory mix leading to higher service level
- Higher ROI on promotions

Summary

Angelcare, a global leader in baby and pet care products, sought to modernize its **supply chain and operations** to better support its growth strategy. With multiple product categories and distribution across global markets, the company faced rising complexity in **demand forecasting, supply planning, and promotional planning**. Legacy processes made it difficult to align inventory with consumer demand, optimize production schedules, and manage promotions effectively across regions. **By adopting TrueGradient's integrated planning platform, Angelcare is now building a world-class supply chain, driving higher service levels at lower cost.**

About the Customer

Angelcare is an innovative global company dedicated to **baby care and pet products, loved by families across more than 50 countries**. The company is known for its **award-winning** baby monitors, diaper disposal systems, and bathing solutions. With a strong commitment to safety, design, and reliability, Angelcare continues to expand its footprint while maintaining focus on consumer trust.

Empowering a Global Supply Chain for Sustainable Growth

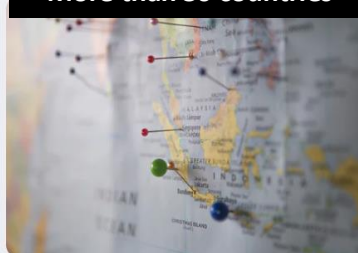
Angelcare is experiencing rapid global expansion, driven by an increasing number of product lines, entry into new strategic markets, and near-shoring initiatives. As a result, the complexity of its supply chain has grown significantly.

To support this growth, Angelcare was seeking an AI-native platform to manage end-to-end planning decisions, including demand forecasting, inventory optimization, and trade promotion planning. Financial and capacity planning are also on the roadmap, making this a truly integrated planning approach to power their global supply chain operations.

Increasing number of channels and global distribution



More than 50 countries



Global Distribution

Our products are sold in over 50 countries
We proudly serve millions of customers, with sales and distribution locations in North America and Europe.

Increasing number of brands / product lines



Embracing Self-Serve AI to drive IBP

Engagement Goals

Demand Forecasting (Shipments)

Generate forecasts at product/DC/month level with a 12-month horizon to support SLOP, procurement, financial planning, capacity planning, and other strategic decisions.

Demand Forecasting (POS)

Build forecasts at product/retailer/month level, leveraging actual POS data where available.

Inventory Optimization

Define the optimal inventory mix at each DC, including reorder plans, ideal inventory levels, and safety stock recommendations.

Price & Promotion Optimization

Recommend the most effective pricing and promotion plans to balance growth and profitability.

"Our vision is to integrate AI-driven tools into our operations, and we selected TrueGradient for its cutting-edge Self-Serve AI platform and deep expertise in the consumer-packaged goods and retail industries. We are seeing promising results and are confident that this technology will significantly enhance our demand forecast accuracy, optimize service levels, and reduce logistics costs," states

Stephane Huot,

VP of Supply Chain and Logistics at Angelcare Group

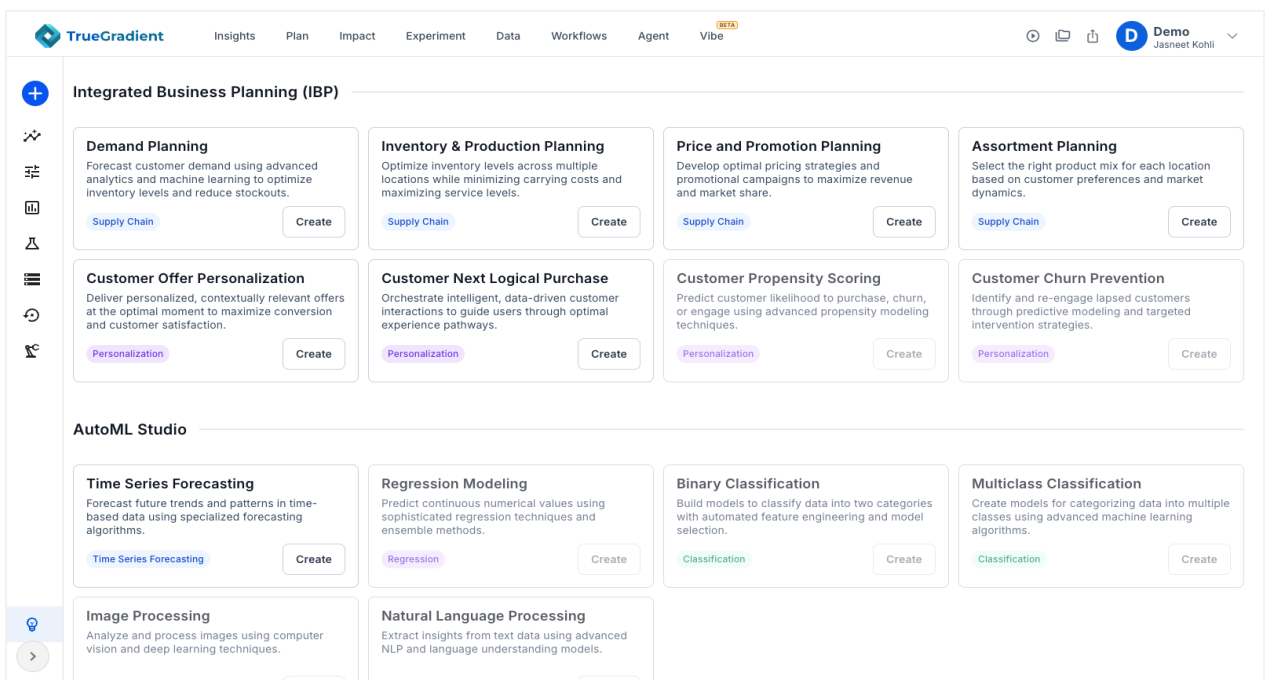


Impact metrics/goal

- Improve forecast accuracy by 10 to 15% at the SKU/ DC/Month level (Lag 2)
- Improve trade promotion spend efficiency by 10 to 20%
- Working capital reduction by 10%
- Logistics cost reduction by 10%

Key Challenges

- Highly **volatile demand patterns** (e.g., fluctuating orders from major retailers like Amazon) result in excess inventory holding
- Accurately forecasting **demand for new products** and new market entries
- A manual, **spreadsheet-driven S&OP process** consumes significant time and effort
- Limited visibility into the **ROI of trade spend** at a promo tactic level, such as comparing the impact of ad spend versus price discounts



Solution Highlights

- **Demand Forecasting** is powered by **modern AI architecture (deep learning + agentic AI)** designed to extract maximum predictability from data. The engine incorporates multiple data elements and demand drivers- including promotions, festive seasons, holidays, and events.
- **Inventory Optimization** uses advanced modelling to determine profit-optimal reorder quantities at the most granular level, ensuring the right balance between availability and cost.
- **Price Optimization** improves trade spend allocation and supports revenue goals while protecting margins by accurately modelling price elasticity at the SKU and retailer level.

Results

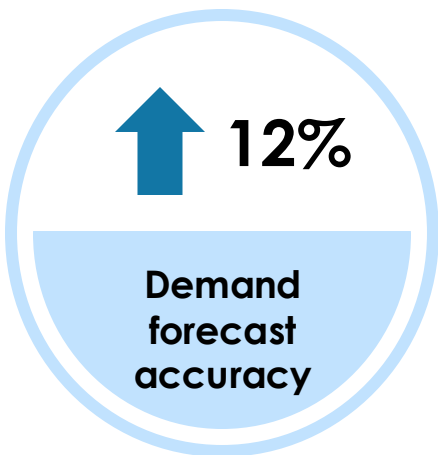
Angelcare achieved a **12% improvement in demand forecast accuracy**.

The journey continues: building on early success to capture even greater value.

Angelcare's next steps focus on extending integrated planning into financial and capacity management. With greater visibility and control across its supply chain, the company is positioned to achieve significant improvements in working capital efficiency, reduce inventory costs, and maximize trade spend ROI. TrueGradient's engagement with Angelcare is ongoing, with the next phase of work designed to build on these foundations and unlock additional operational and financial benefits.

"TrueGradient has been a trusted strategic partner in our ambitious journey, consistently delivering on their promise. We're truly excited about what lies ahead."

Audrey Bourbonnais, Director Supply Chain



"TrueGradient is simple yet powerful — it solves complex problems with ease, reduces the daily firefighting, and gives me the space to think strategically."

Audrey Thellen, S&OP Leader



Learn more?

Contact us at info@truegradient.ai

<https://truegradient.ai/>