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The New Planning Paradigm: Continuous, Autonomous, and Customer–Obsessed

A kudos to ketteQ's native Salesforce solution

In today's increasingly volatile and interconnected global marketplace, the traditional push/pull supply chain planning paradigm is no longer sufficient.

Disruptive forces, fast changing conditions, evolving consumer expectations, and general uncertainties are exposing critical gaps in legacy Advanced Planning Systems (APS). These systems, often siloed and outdated, struggle to harmonize sales, revenue forecasting, and operations across fragmented data landscapes. And they are no longer supporting the enterprises that must adapt quickly to stay competitive.

This executive brief outlines the core differentiators, technical architecture, implementation approach, and business value we've seen delivered by ketteQ, a modern, AI-native APS platform architected on Salesforce.

And it will illustrate how leading companies are rethinking the role of APS in the age of intelligent, connected planning using next generation tools like ketteQ.

Specifically, we'll explain how ketteQ addresses the persistent challenges faced by planning organizations by aligning sales and revenue forecasts with inventory and operational feasibility in a unified, continuous planning model. One that equips business leaders with enhanced visibility, accuracy, and agility across the supply chain.

What's inside

Introduction to ketteQ

As the global business landscape evolves alongside the complexity of supply chains, traditional methods of sales forecasting and inventory management are no longer getting the job done—at least not well.

Companies across industries, including consumer goods, technology, retail and manufacturing, are facing an increasing number of challenges: Fluctuating demand, fragmented systems, and insufficient visibility to be able to connect sales with operations.

This combined with the increasingly complex challenges the global economy is facing means supply chain teams are required to navigate operational strategies via a balancing act between sourcing and cost.

Enter ketteQ

ketteQ addresses many of these challenges through seamless integration with Salesforce, providing organizations with accurate sales forecasts, boosting inventory efficiency, and ultimately driving revenue growth, while connecting sales with operations under one platform.

At a high level, what sets ketteQ stand out in the supply chain planning landscape is its foundation in open–source technology, enabling easier implementation and reduced customization burdens. This allows companies to tailor the tool to their specific needs without the hefty costs associated with the custom configuration of proprietary software.

Why choose ketteQ

In the discovery phase of our partnership journey, it became clear why companies are increasingly implementing tools like ketteQ as we investigated the company's capabilities and rapid growth. Here's the top reasons we identified:

Modern APS alternative: The average age of vendors listed in the Gartner Magic Quadrant is 32 years. Organizations recognize it's time for something new to meet their evolving needs.

Open architecture: ketteQ's open architecture uses standard tools, enhancing speed and flexibility in deployment and operation.

Breakthrough solver: ketteQ features a groundbreaking solver designed for delivering significant value across the supply chain planning process, laying the groundwork for autonomous planning.

Salesforce–enabled architecture: With a Salesforce-enabled architecture, ketteQ creates synergies between Sales and Operations Planning (S&OP), driving greater IT alignment.

Successful implementation track record: ketteQ boasts a 100% implementation success rate, positioning it as a reliable choice for organizations looking to enhance their supply chain capabilities.

ketteQ solution overview

ketteQ is an adaptive planning solution that integrates directly with Salesforce and is powered by AWS to provide real-time insights, automation, and collaboration capabilities that enhance sales and supply chain operations.

By bridging the gap between sales forecasts and supply chain execution, ketteQ is well positioned to transform how organizations manage their supply chain processes. As depicted in Figure 1, their solution has several key features and benefits:

1. Native Salesforce integration

With a native Salesforce integration, the ketteQ solution enables fully connected operations, including:

Real-time access to Promise Dates: Sales and customer service personnel can access ketteQ-provided promise dates while interacting with prospects and customers, ensuring accurate commitments.

Scalablility: The ability to handle thousands of requests simultaneously for efficient, scalable operations.

Near real-time omnichannel synchronization: Operations across all sales channels stay in sync, whether digital or traditional.

Automated order prioritization and fulfillment rules: Rules can be configured and managed through the supply solver engine for efficiency and responsiveness.

Customizable workflows: Fine tune workflows to suit each sales channel or business unit as required, enabling tailored operations based on specific needs.

2. Embedded casual factor analytics

Embedded causal factor analytics led to better forecasting, including:

Best-fit forecasting: Out-of-the-box, but fully configurable capabilities which incorporate economic indicators for effective planning.

Correlate external indicators: Test and utilize proven correlations with internal, market, government, and public data from Trading Economics, accessing thousands of indicators across 196 countries and forecasting demand with different lag periods.

Demand sensing: Built-in scalability to handle demand sensing across business units, channels, customers, items, and other available attributes with ease.

Historical data cleansing: Automatically cleanse historical data and map parts for New Product Introductions (NPI) and End-of-Life (EOL) strategies.

Python integration: Easy configuration and access to hundreds of open-source forecasting models.

Automatically test all probabilities, options, and scenarios: Run numerous tests to identify solutions that best match and balance competing company goals and KPIs.

Figure 1. ketteQ Solution Overview
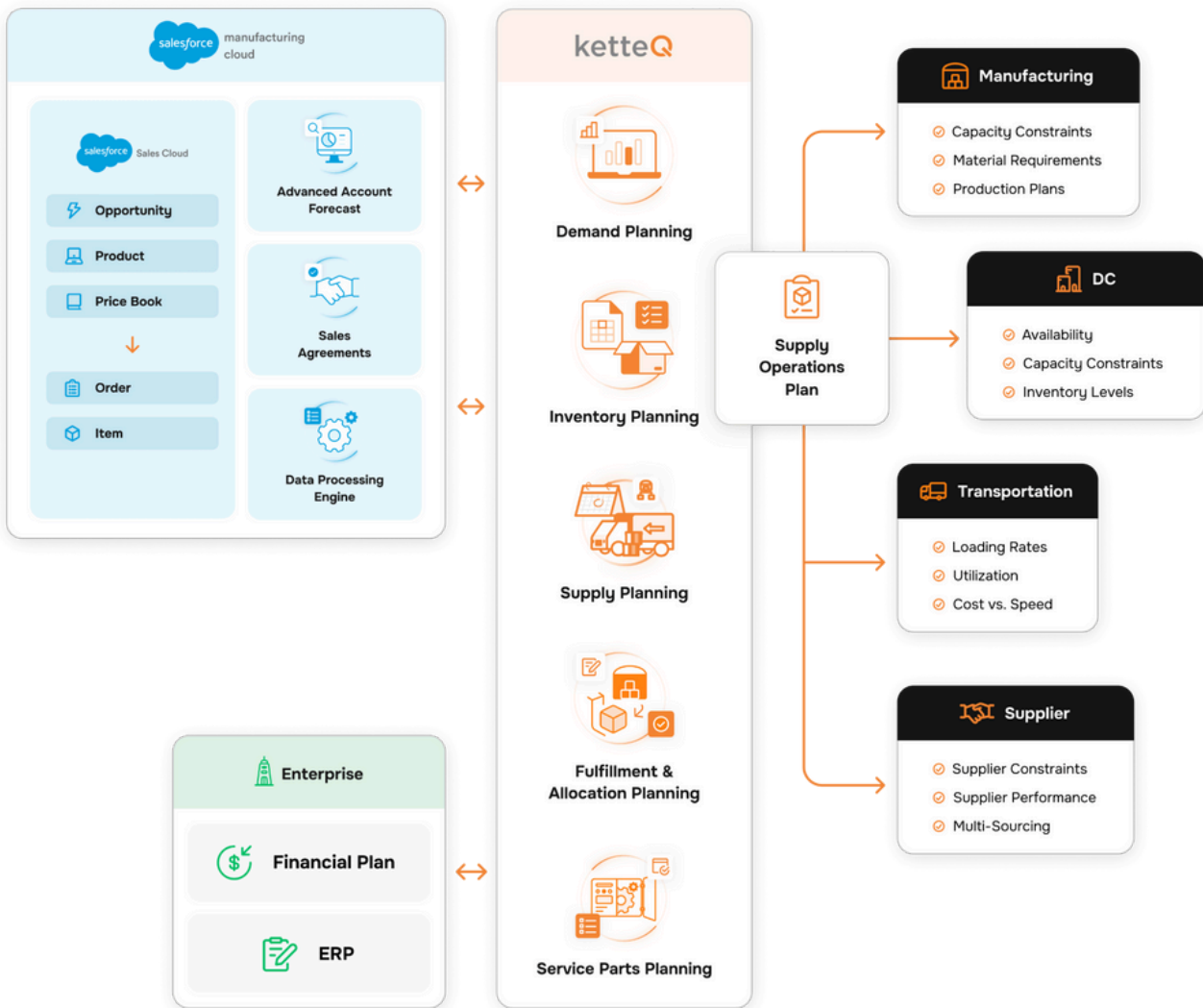
3. Autonomous probabilistic planning

Autonomous probabilistic planning means more on–time, in–full orders through:

Multiple demand scenarios: Run thousands of tests automatically evaluates demand scenarios that ensure on–time delivery.

Multiple sourcing options: Fully assess various sourcing strategies rather than relying on a single path.

Multiple Supply/BOM sources: Auto–tune objectives based on comprehensive evaluations.

4. Built for AI

ketteQ's solution lowers the cost of goods sold (COGS) in the following ways:

Agentic AI with PolymatiQ: Leveraging Salesforce's Agentforce platform, ketteQ helps navigate decision trees and optimize decisions based on learned data.

GenAI built–in: Access data and documents using natural language interfaces for enhanced usability.

5. Integrated business planning

Smarter, faster integrated business planning reduces inventory and working capital through:

Seamless collaboration Enhance workflow synchronization between sales and supply chain functions through Salesforce forecast objects.

Harmonized sales and supply chain: Incorporates Salesforce opportunities with probabilities into the consensus plan.

Constrained S&OP: Real–time supply scenarios enable agile business planning.

Unlimited scenario–based planning: Enables "what–if" analysis and S&OP collaboration to foster strategic decision–making.

ketteQ case study examples

Enhanced forecasting & demand planning

ACG Brands benefitted from ketteQ's advanced analytics and causal factor insights, enhancing forecasting and delivery timelines across its consumer products portfolio.

Cosmetics manufacturer Cosmetica uses ketteQ's best-fit forecasting to incorporate economic indicators and external data and refine its demand planning processes.

Improved operational efficiency & delivery performance

This leading transportation technology provider ensures greater on-time delivery through ketteQ's autonomous probabilistic planning which assesses multiple scenarios.
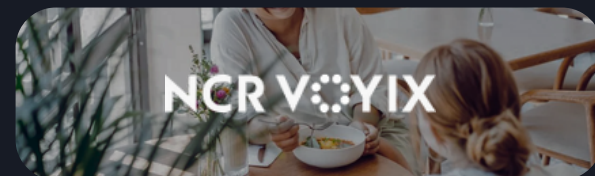
NCR Voyix, the maker of point-of-sale (POS) solutions, reported workflow improvements and faster processing of customer orders, enhancing overall service levels.

Streamlined integration & collaborative workflows

The global HVAC systems leader saw better synchronization between sales and supply chain with near real-time access to promise dates and automated order fulfillment rules.

The path to implementing ketteQ

Most ketteQ's successful deployments use a collaborative approach, wherein customer teams work closely with supply chain consultants like Spinnaker SCA to ensure any unique requirements are addressed, the company's current state is understood, and pain points are well defined in the Target Operating Model.

The typical APS implementation includes the following steps:

Step 1. Define the North Star

Define your goals and the benefits you'd like to achieve — both qualitative and quantitative.

Step 2: Align organizational goals

Ensure sales, marketing, and supply chain teams are aligned in their goals and expectations for connected planning.

Step 3: Define the Target Operating Model

To ensure the alignment and definition of the to-be-process with the company's strategic goals and objectives.

Step 4: Assess current systems

Conduct a review of existing systems (ketteQ, Salesforce, ERP, etc.) to identify integration opportunities.

Step 5: Implement in phases

Start with a pilot project to integrate a small subset of data, then gradually scaling the solution across the organization.

Step 6: Continuous monitoring & optimization

Set up a system for ongoing monitoring and tweaking to ensure that the connected planning process remains effective as consumer demand continues to evolve.

Our point of view: Why ketteQ stands out

At Spinnaker SCA, we recognize that ketteQ differentiates itself from other supply chain planning solutions in several ways:

Truly holistic approach: ketteQ uniquely integrates supply planning with Salesforce, creating a seamless experience that allows sales teams to access real-time data on promise dates while engaging with customers. This integration fosters collaboration between sales and supply chain divisions, promoting a unified approach to planning.

Make-to-Order (MTO) capability: For companies following a make-to-order model, ketteQ enables immediate decision-making by leveraging the Salesforce platform. Planners can instantaneously determine when a deal closes in Salesforce and allocate the necessary resources in the supply chain plan, optimizing margins effectively.

Revenue management integration: By adding revenue management process to the supply chain planning paradigm, ketteQ creates a seamless process based on a single platform. This results in real-time manufacturing plans that consider manufacturing capacity, customer order priority, and production specifications, effectively maximizing margins.

Integration with economic indicators: ketteQ's ability to incorporate both internal and external economic indicators enhances forecasting accuracy. This feature allows users to leverage a wide range of data sources, enabling more informed and strategic supply chain decisions.

Autonomous probabilistic planning: With its advanced optimization engine, ketteQ utilizes autonomous probabilistic planning to evaluate numerous scenarios automatically and determine the best operational outcomes. This innovative approach stands out as a new frontier in supply chain optimization.

AI integration: ketteQ leverages cutting-edge AI technologies to enhance decision-making capabilities. From optimizing forecasting models to automating workflows, organizations can dynamically adapt to changing conditions and customer demands.

Cost efficiency: As an open-source solution, ketteQ offers a more cost-effective implementation. This flexibility decreases the financial burden associated with software customization and licensing fees, making it a more accessible option for organizations of all sizes.

Unlimited scenario planning: ketteQ has the ability to create and evaluate unlimited scenarios for "what-if" analyses and S&OP collaboration. This flexibility empowers organizations to make well-informed decisions that align with their business objectives.

Final thoughts

The demands placed upon today's supply chain leaders are not only increasing—they are fundamentally transforming. The convergence of commercial and operational planning, accelerated by AI and the need for real-time responsiveness, demands a departure from legacy APS thinking. With an average vendor age of 32 years within the Gartner Magic Quadrant, ketteQ offers a fresh and modern alternative to traditional solutions.

With ketteQ, organizations can move beyond reactive forecasting and toward anticipatory, autonomous decision-making—enabled by a unified, Salesforce-native planning ecosystem. ketteQ's success lies not only in its technical capability, but in its pragmatic implementation model, high user adoption, and measurable outcomes. Whether your enterprise is navigating tariff exposure, seeking to reduce order cycle times, or simply striving for more accurate customer commit dates, ketteQ represents a proven, future-ready option.

Ready to assess your APS maturity?

Spinnaker SCA invites supply chain, IT, and sales operations leaders to schedule a 30-minute Connected Planning Readiness consultation. We'll explore your current state, identify priority gaps, and determine whether a ketteQ-enabled approach could unlock near-term performance gains and long-term strategic advantage.

LET'S TALK

About Spinnaker SCA, A company of Publicis Sapient

Spinnaker SCA is not like other supply chain consulting firms. We don't just advise—we also build, implement, and get things done. From supply chain strategy and connected planning to warehouse operations and AI data platforms, we help companies fix what's broken and move faster.

Work with us to unlock the full potential of your people, processes, and technologies while creating a supply chain that bends but doesn't break in the modern world. Our deep industry expertise blended with Publicis Sapient's digital capabilities means that your business will be ready for whatever's next.

Learn more at **www.spinnakersca.com**.