Community demand trends (BCS3-3591)

Target GA: November 2024

Feature Overview

Introducing: **Community demand trends (BCS3-3591)**

Feature Description

The Network Demand Trends dashboard reveals the previously hidden behavior of customers using SAP Business Network.

Suppliers can identify trends and opportunities using SAP Business Network's machine learning-driven commodity enrichment process.

Suppliers can more confidently craft their product and portfolio strategy through the following capabilities:

- Demand trends by UNSPSC using community order data

- Market landscape information, including count of customers and competitors per category

- Top and bottom trending commodities for a selected date range

- Trends by region

Key Benefits

- Analyze buying behaviors of customers served by the SAP Business Network.

- Review current and historical demand by amount.

- Track categories to evaluate sales over time and spot trends, unexpected spikes, and seasonality.

- Uncover high-demand, low-competition categories with high revenue potential.

Audience:

Suppliers

Enablement Model:

Low touch

Applicable Solutions:

SAP Business Network

Prerequisites, Restrictions, Cautions

Prerequisites
- Platinum subscription.
- "Analytics dashboard access" permission.

Restrictions
- Demand trend calculations exclude blanket orders and scheduling agreements.
- Demand groupings with less than 7 customers and 7 competitors will not display.
- If an order line excludes "requested delivery date", the network assumes "requested delivery date" = "order date"

Cautions
- None

User Story

As a small business owner or sales manager in my company, I need to understand:

- our market share
- how customer buying behavior is changing
- new business opportunities in adjacent commodity classes
- Macro-economic changes that may affect our company

Feature Details: Demand trends community overview

- Evaluate demand by amount over time.

- Spot trends, unexpected spikes, and seasonality.

- Identify which commodities to pursue for upcoming product launches.

- Identify which commodities to avoid or exit as demand wains.

- Search for new opportunities by country or region.

Region chooser

View data by either "Requested delivery date or order date"

Choose the time range to analyze

Limit your view segment, family or class.

Feature Details: Demand trends community overview

Choose UNSPSC level to analyze: Segment, Family or Class

Graph displays % changes and amount change compared to the prior period

Use the search box narrow down segment, family, class, and commodity lists.

Community overview ⌄

Ship to region	UNSPSC level	Date type	Time range
All ⌄	UNSPSC Class ⌄	Document date ⌄	Last 12 months ⌄

Filters

Segment (1) | compu ✕ 🔍

- ☑ All (388)
- ☑ Computer Hardware, Software... (5)

Family (5) 🔍

- ☑ All (50)
- ☑ Communications Devices & Ac... (2)
- ☑ Computer & Storage Hardware (9)
- ☑ Computers & Peripherals (9)
- ☑ Data, Voice & Mobile Networ... (12)

View more

Class (50) 🔍

- ☑ All
- ☑ Business function specific software
- ☑ Call management systems or acc...

Demand trends by order amount

More

Chart values:
- Sep 2023: 13.1B
- Oct: 10.7B, - 2.35B, - 17.9%
- Nov: 9.72B, - 1.01B, - 9.4%
- Dec: 10B, + 316M, + 3.3%
- Jan 2024: 7.43B, - 2.6B, - 25.9%
- Feb: 6.19B, - 1.24B, - ?7%
- Mar: 7.71B, + 1.52B, + 24.6%
- Apr: 5.52B, - 2.2B, - 28.5%
- May: 7.07B, + 1.55B, + 28.1%
- Jun: 7.11B, + 41.9M, + 0.6%
- Jul: 8.1B, + 993M, + 14.0%
- Aug: 6.01B, - 2.1B, - 25.9%

Y-axis: $14B USD, $12B USD, $10B USD, $8B USD, $6B USD, $4B USD

■ Order amount

Community demands

| Commodity	Order amount	Customers	
Business function specific software	25,191,329,294 USD	1,456	86,546
Personal communication devices	15,719,153,520 USD	1,399	25,429
Computers	14,618,953,155 USD	1,405	32,634
Network service equipment	8,242,998,330 USD	1,375	31,625
Content management software	6,519,735,633 USD	1,272	28,568
Media storage devices	3,884,155,981 USD	1,284	12,305
Data management and query software	3,251,645,985 USD	1,142	31,273

Feature Details: Demand trends community view

- Uncover high-demand, low-competition commodities to find products with maximum revenue and profit potential.

- Evaluate demand at either a high or low level.

Sort table by commodity, order amount, customers or competitors

Community demands

Commodity	Order amount	Customers	Competitors
Unknown	22,642,858,780,934 USD	1,607	1,264,325
Mechanical engineering	1,450,824,334,044 USD	1,432	232,846
Manual test kits and quality controls and calibrators and standards	561,102,222,600 USD	1,424	73,202
Computers	477,610,398,206 USD	1,365	43,794
Printed publications	374,000,956,752 USD	1,404	175,705
Paint solvents and thinners	330,999,879,892 USD	1,326	40,454
Packaged combination meals	236,093,447,339 USD	1,213	18,606
Specialty insulation	228,513,498,186 USD	1,416	85,175
Cutting equipment	160,797,778,701 USD	1,347	48,668
Distribution and Control centers and accessories	155,323,240,348 USD	1,377	67,543

Feature Details: Demand trends community view

- Evaluate demand in different periods depending on the proximity to today's date.

- Set large buckets (quarter or year) to analyze demand occurring further in the past.

View data in either Monthly, Quarterly, or Yearly buckets
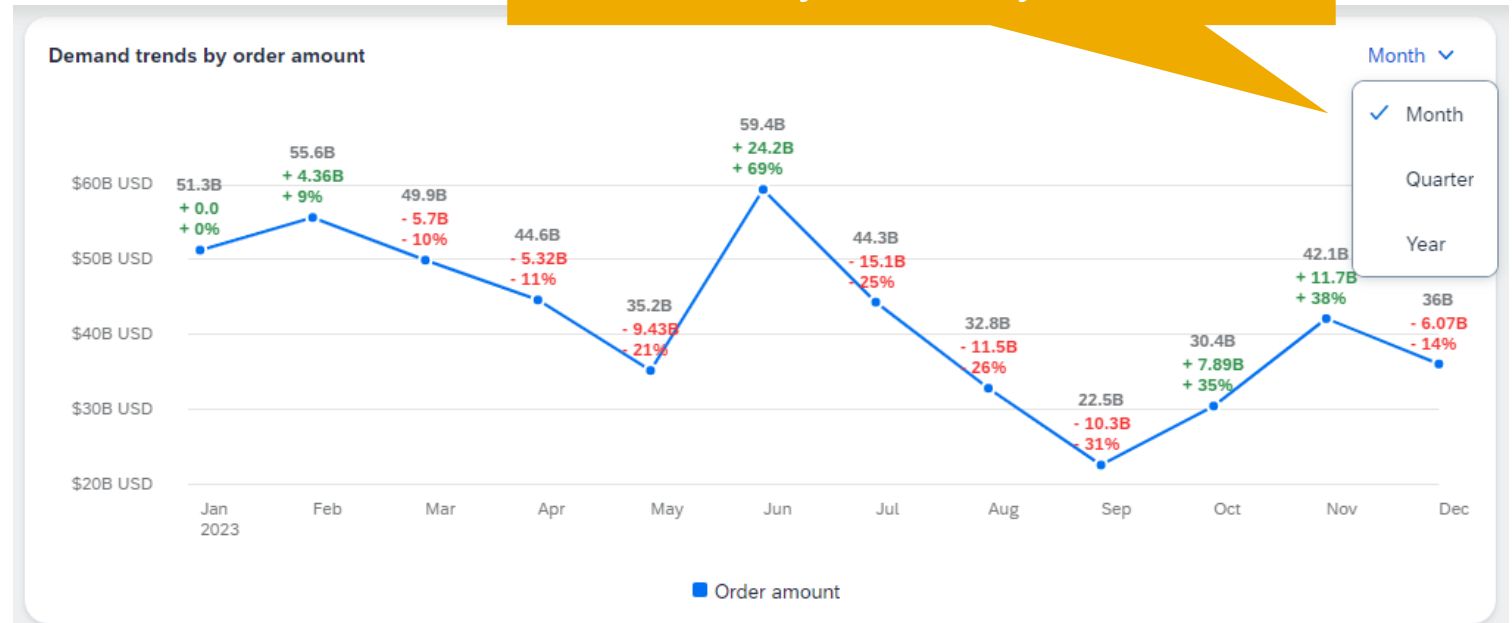
Feature Details: Top growing and declining demands

- Evaluate top and bottom performing commodities at either a higher or lower detail depending on the breath of your business or responsibilities.

- Evaluate demand related to a potential acquisition at a high level.

- Evaluate additions or removal to/from your product portfolio at low level.

Feature Details: Top growing and declining demands

- Evaluate growth of top and bottom commodities for a specific month, quarter, or year.

Feature Details: My orders overview

- Evaluate your demand by amount over time

- Analyze your commodity performance with historical trend data

- Spot trends, unexpected spikes, and seasonality in your data.

- Ensure you neither have too much nor too little inventory as demand changes.

Similar controls as community overview

Page changer
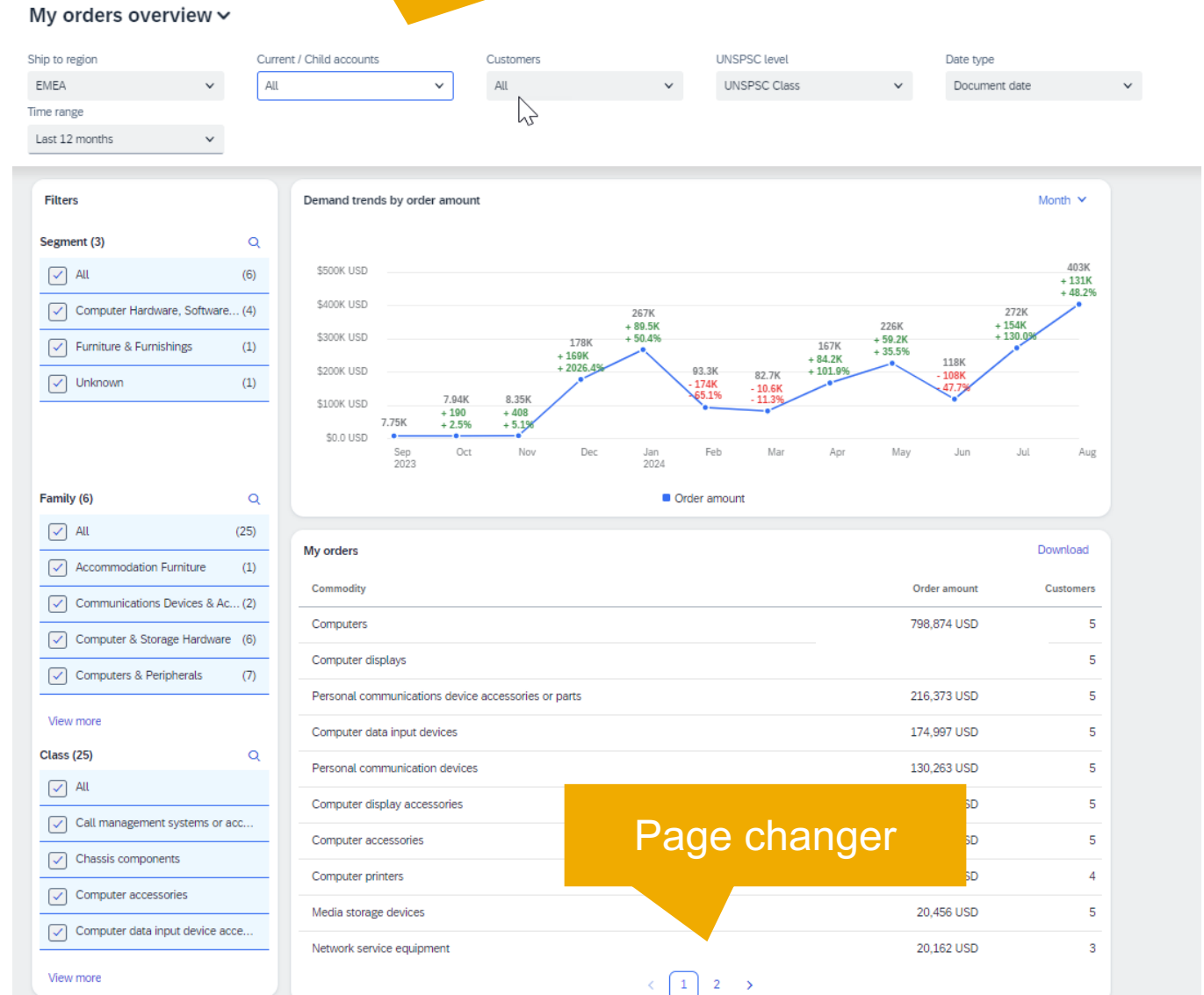
Feature Details: My orders overview

- Parent accounts may view aggregated data across all child accounts.

- Parent accounts may limit display of data to one or more child accounts.

- You may download the data from the my order table.

Child account chooser

Customer chooser

Download

Feature Details: My orders overview

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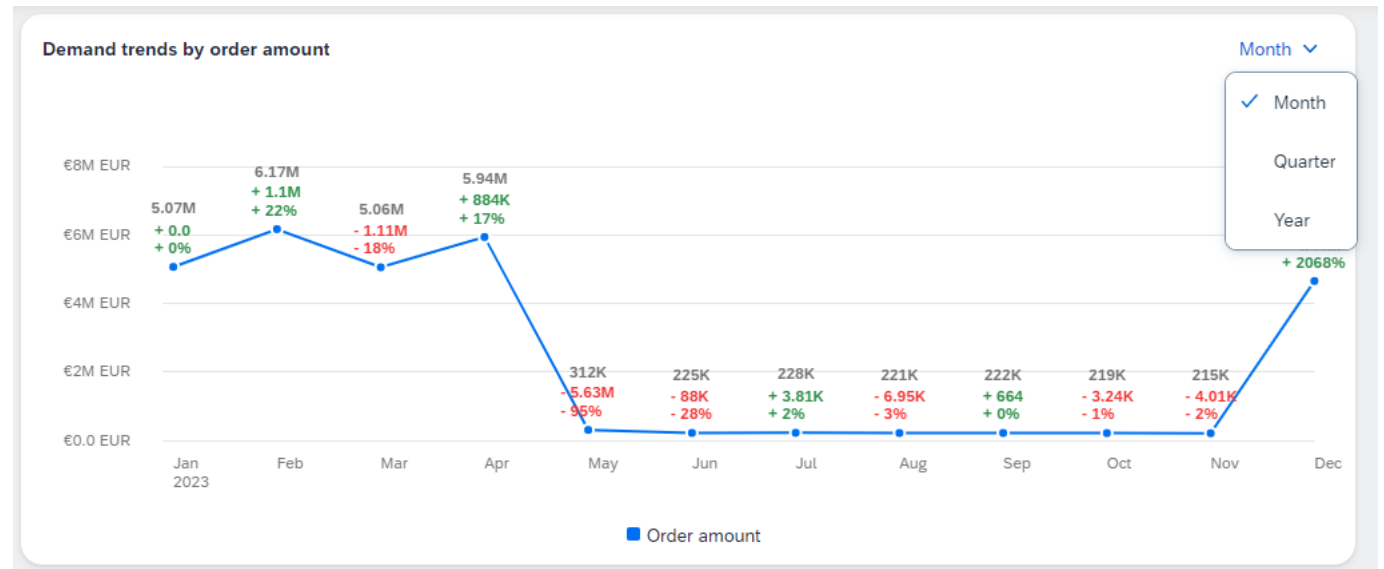
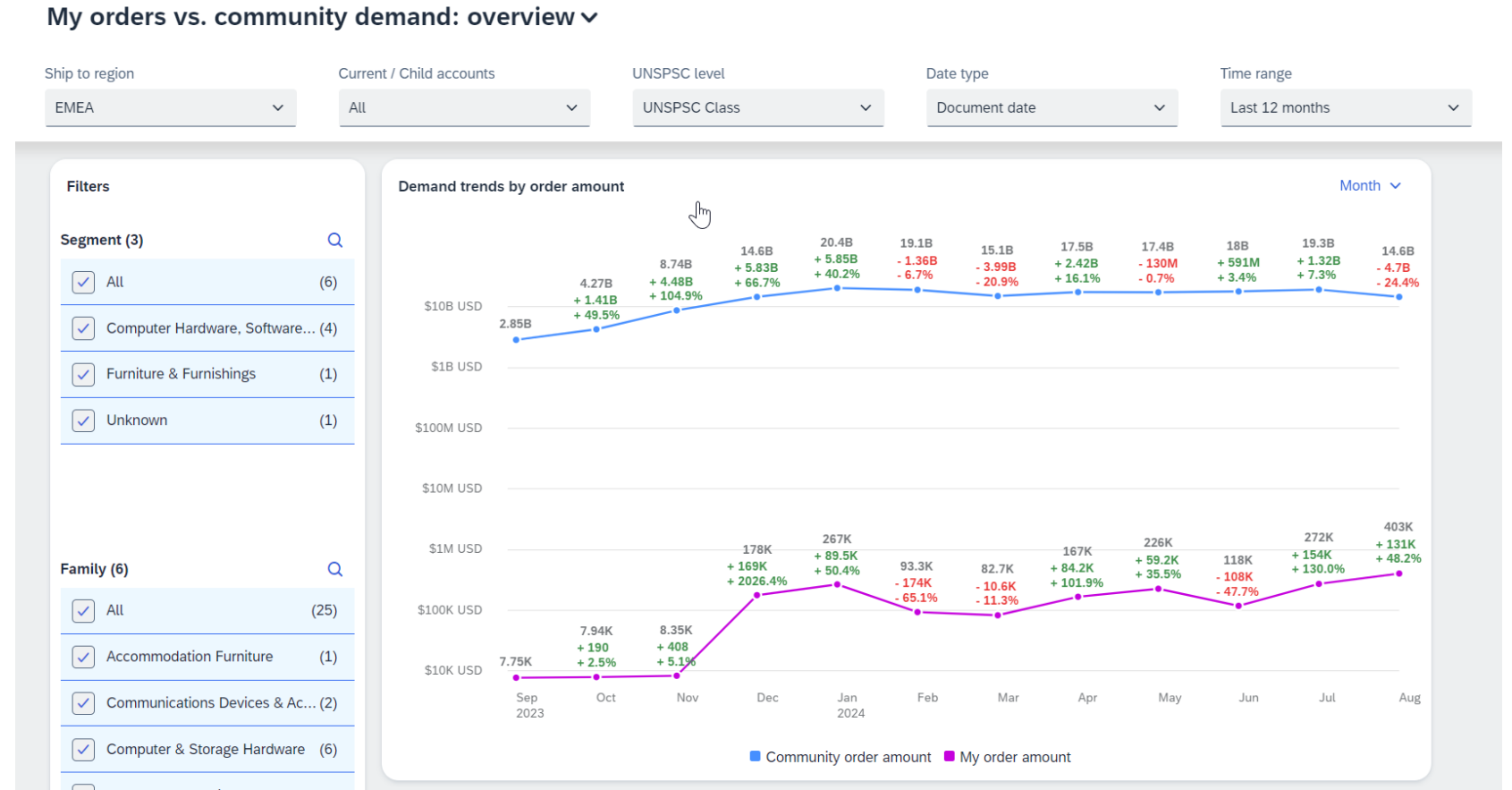# Feature Details: My top growing and declining demands

Same controls as community top and bottom demands

- Evaluate your top and bottom performing commodities

- Evaluate potential removals from your product portfolio.
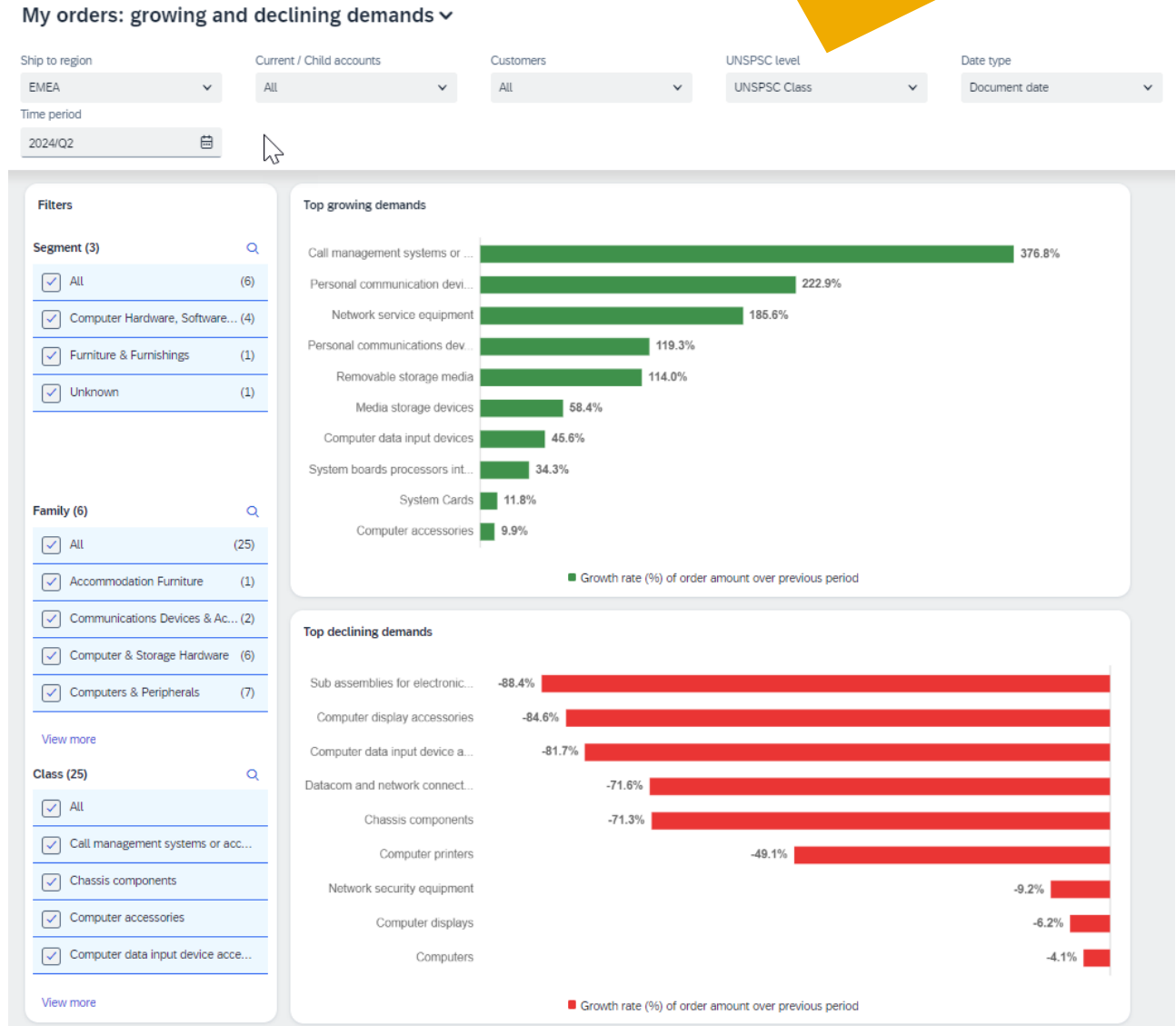
Feature Details: My orders vs community demands: overview

- Graphically compare your demand to that of the community.

Feature Details: My orders vs. community details

- Compare your demand performance to that of the community.

- Determine your market share.

- Evaluate your growth by country or region.

- Evaluate top and bottom performing commodities at high or low detail.

My orders vs. community demand: details ⌄

Ship to region	Current / Child accounts	UNSPSC level	Date type	Time period
EMEA ⌄	All ⌄	UNSPSC Class ⌄	Document date ⌄	2024/Q2 📅

Filters

Segment (3) 🔍

☑ All	(6)
☑ Computer Hardware, Software…	(4)
☑ Furniture & Furnishings	(1)
☑ Unknown	(1)

Family (6) 🔍

☑ All	(25)
☑ Accommodation Furniture	(1)
☑ Communications Devices & Ac…	(2)

Demand trends details   Download

Commodity	My order amount	My growth(%)	Community order amount	Community growth(%)
Computer displays	52,038 USD	-6.2%	32,755,501 USD	8.1%
Media storage devices	9,890 USD	58.4%	201,963,676 USD	4.3%
System boards processors interfaces or modules	1,502 USD	34.3%	45,497,297 USD	0.1%
System Cards	1,584 USD	11.8%	47,819,236 USD	-18.9%
Computer accessories	22,161 USD	9.9%	19,019,020 USD	-20.7%
Personal communications device accessories or parts	111,341 USD	119.3%	28,118,931 USD	-26%
Datacom and network connectivity installation devices and equipment	113 USD	-71.6%	2,810,927 USD	-38.3%
Call management systems or accessories	266 USD	376.8%	980,275 USD	-68.2%

‹ 1 [2] ›

Sort columns

Defaults to the commodities you trade

Page chooser

Feature Details: My orders vs community demands: details

Download

- You may download the data from the demand details table.

My orders vs. community demand: details ⌄

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EMEA ⌄	All ⌄	UNSPSC Class ⌄	Document date ⌄	2024/Q2

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‹ 1 **2** ›

Thank you.

SAP Business Network

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