Horizon Solutions

Whitepaper

The world's first

Deep Sensing

planning system

Become the first to see what's beyond the horizon.

Every signal read. Every impact modelled. Your priorities ranked.

Executive summary

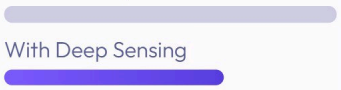
The sharpest plans, in a fraction of the time.

Deep Sensing reads everything that moves your demand, models the impact, and hands your planners only the decisions that matter.

Forecast accuracy

18–45%

lower forecast error than traditional systems



Planning time

Up to 90%

of planning time back

Time goes from data work to the decisions that matter

Bottom line

1–2%

of revenue added to EBITDA, typically

€2–4M a year for a €200M company

Up to 90% of planning time back. The system does the work; your planners only get the few decisions that matter.

What Deep Sensing is

Deep Sensing combines all relevant information, structured and unstructured, with advanced reasoning and modelling, and turns it into the few decisions that matter, ranked by impact, with the impact already modelled.

Up and running in less than 24 hours.
Start with Horizon Instant, on the data you have.

Start with Horizon Instant

Most of what moves your demand never makes it into the plan.

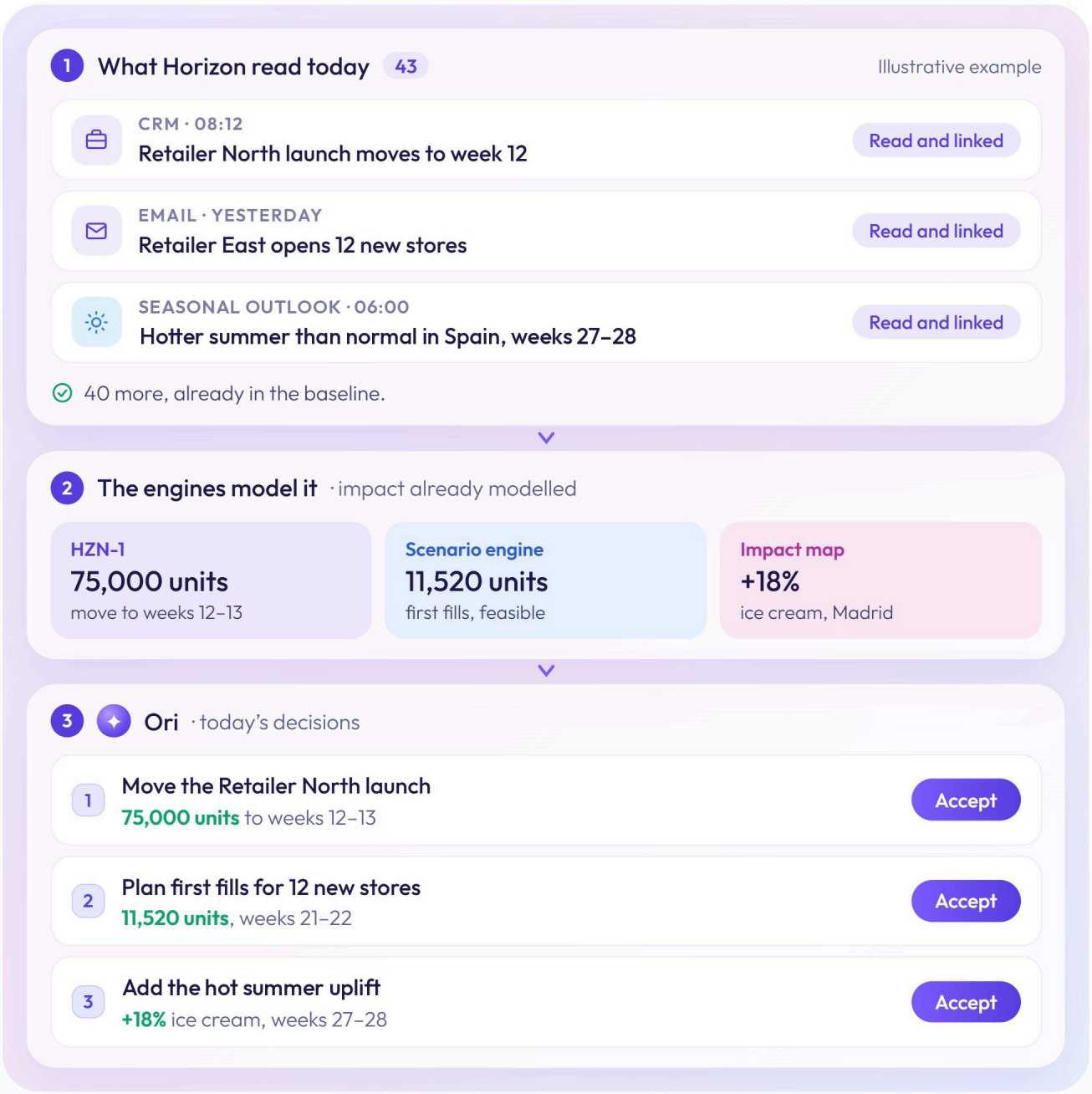
Most plans run on the tip of this iceberg: history and orders, and in the better cases also channel and product life cycle data. The information that tells you what's about to happen is already there, inside the company and around it. It just isn't used.



Which signals matter differs by industry. Data everywhere and never cleaned is yesterday's problem: start with the data you have.

Every signal read. Every impact modelled. Your priorities ranked.

Signals arrive from inside the company and out. HZN-1, Horizon's proprietary AI engine, and the Scenario engine put a number on each one. Ori, the planner's assistant, hands your planners only the decisions that matter, ranked by impact.



Any signal, from any source, turned into a number you can trace.

Take one update in the sales system. What follows is reasoning and modelling, step by step.

CRM · 08:12 · OPPORTUNITY UPDATE

Illustrative example

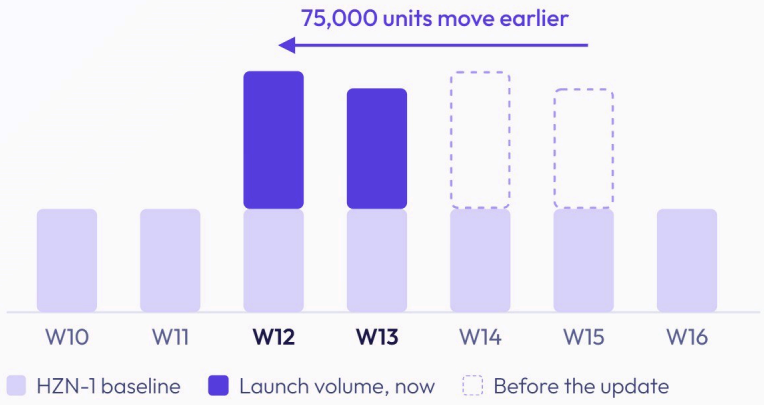
Retailer North: launch moves from week 14 to week 12

Confirmed by the customer | Volume as quoted | Key account manager

1 · Read Launch moves to week 12 → **2 · Link** 14 items, 2 DCs → **3 · Recall** 3 earlier launches here → **4 · Quantify** Per item, DC and week

The plan for the 14 items

thousand units per week



Week 12: how the number was built

HZN-1 baseline	30,000
Launch volume CRM	+38,000
Early reorders Event memory	+2,000
Plan, week 12	**70,000**

Same data, same answer

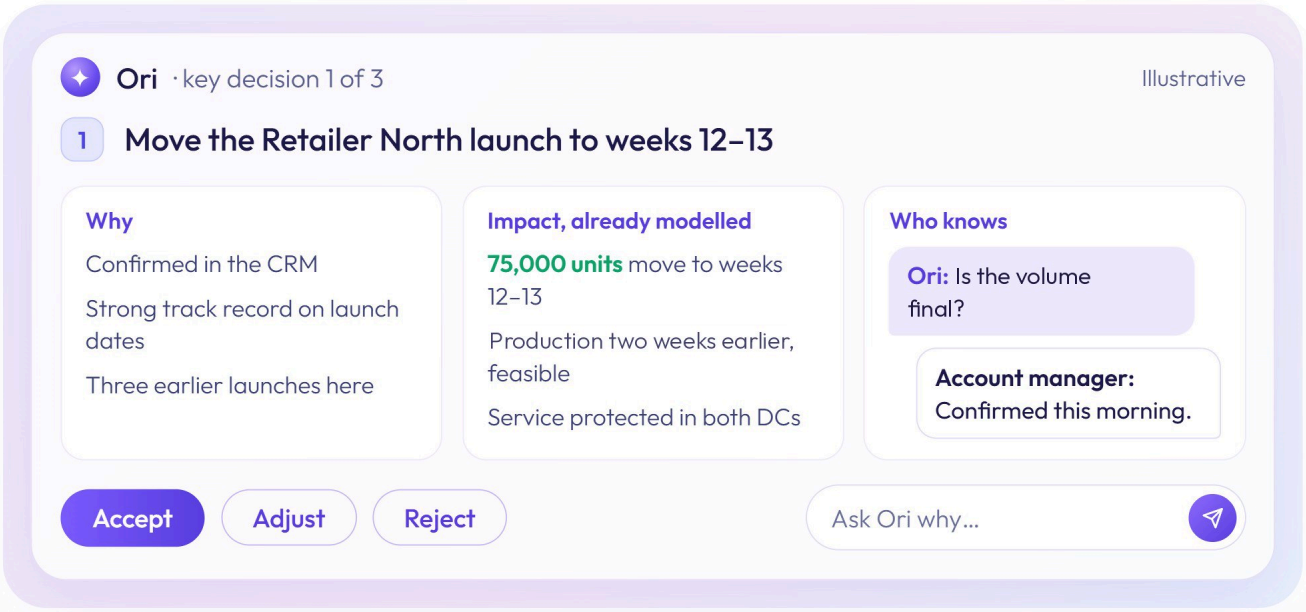
Every number traces back to its source.

Risks & opportunities

Each gets a scenario, with drivers and assumptions.

Your planners make the key calls.
Up to 90% of their time comes back.

Within agreed boundaries, Horizon handles the routine on its own. Only the key decisions reach your planners, with the reasoning and the impact already modelled.



After the planner accepts

Supply plan updated → Written back to the ERP → Owner and reasoning logged

Horizon handles the routine

Within agreed boundaries, set by your supply chain operating strategy. Fully traceable.

Retailer South order moved to week 15
4,800 units · Applied by your rule · Undo

Your planners decide the key calls

Everything outside the boundaries, with the impact modelled.

Retailer North launch shift
75,000 units · Needs a planner

Up to **90%** **of planning time back.** The routine never needs a planner.

Every input on the record.
See what added value, and what didn't.

Every forecast and every human input is scored against what really happened; inputs with a track record carry more weight.

1 Logged
With owner and evidence

2 Scored
Against what really happened

3 Weighted
Track records carry weight

4 Credited
Good judgment gets the credit

Every cycle, the plan learns whom to trust

Decision ledger · Week 41

Steps 1 and 2

Illustrative example

Input	By	Backed by	Effect vs. statistical forecast
Launch moved to week 12	Key account manager	CRM update	Added value
+12% on garden range	Regional sales	Nothing	Made it worse
Phase-out pulled forward	Product manager	Life cycle update	Added value
–5% consensus haircut	S&OP meeting	No reason	No effect

Next cycle

Step 3

Launch dates from sales	↑ More weight
Adjustments without evidence	Evidence first
Haircuts without a reason	Unchanged

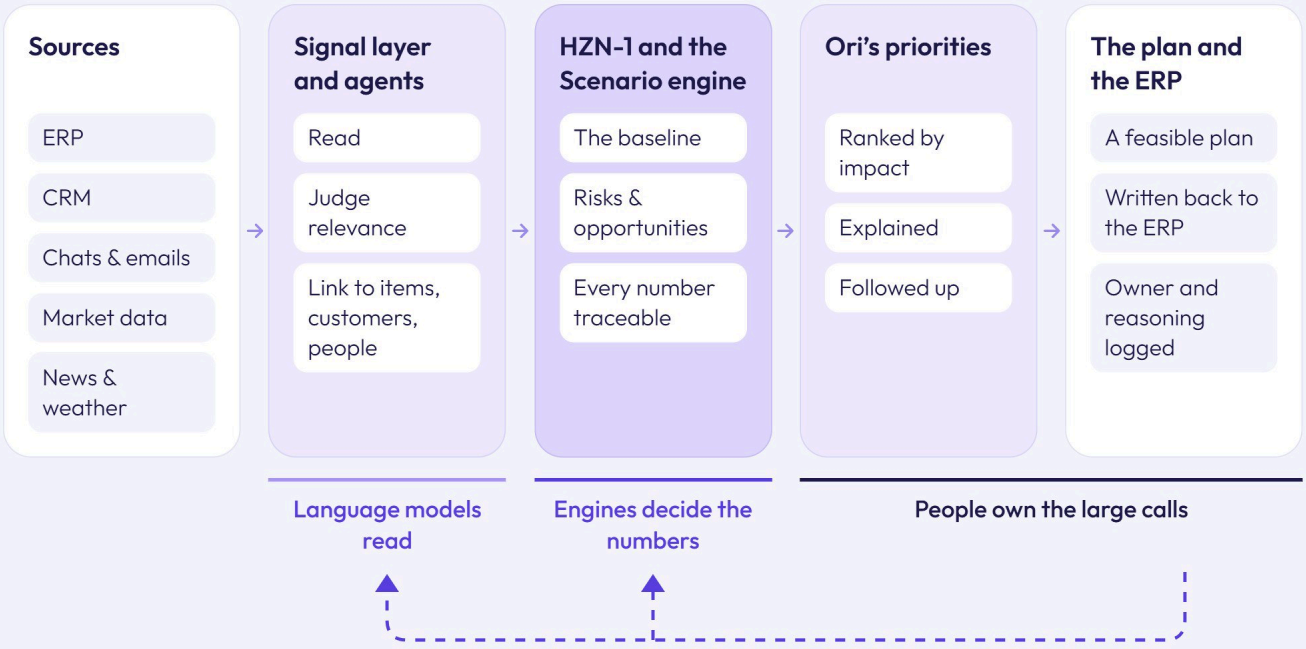
Finally, proof you were right

Step 4

Your forecast	1,200
Sales override	1,450
What actually sold	1,180

• Credited to you Illustrative

Language models read. Engines decide the numbers. People own the large calls.



Learning loop. Every outcome is scored against what really happened; the event memory and the judgment model learn.

AI-native, not bolted on.

	AI added on top	AI-native: Horizon
What it stores	Numbers in tables; text in a comment field	Numbers, events and text, linked to items and customers
Who starts the work	The planner searches; a copilot answers when asked	The system brings what matters, impact already modelled
What it learns	Configuration fixed at go-live	Every decision and outcome sharpens the next one

Inside the engines, next page: HZN-1, Horizon's proprietary AI engine, runs 16+ models, and Horizon's optimisers turn every forecast into a feasible supply plan.

Customer data is kept separate per customer and never used to train public models.

HZN-1, Horizon's proprietary AI engine, runs 16+ models in five families for every item.

The best combination wins: HZN-1 picks the most accurate one per item by backtest, and the optimisers turn it into a plan you can run.

HZN-1 · Horizon's proprietary AI engine

Demand side

Inputs: history, orders, prices, channel and product life cycle data, and every event from the signal layer

16+ models in five families, chosen and combined per item

Machine learning
Gradient boosting that learns across items, locations and customers

Deep learning
Proprietary neural networks, retrained every week on your data

Foundation models
Time-series models for short histories and new products

Causal models
Proprietary models for drivers and events, such as prices and launches

Statistical models The initial benchmark to beat

Auto-tuning
Model choice and settings tuned automatically per item, by backtest.

Across the hierarchy
Total · Product group · Item · Item × location · Item × customer

Event memory and judgment model
Every event kept with its measured effect; every input weighted by the accuracy it adds.

Output: the baseline, the scenarios, and the drivers behind every number

Same data, same answer · Retrained every week · A 5,000-SKU portfolio forecast in minutes

The optimisers · From forecast to feasible plan

Supply side

Inventory optimisation
Safety stocks, reorder points, replenishment
Or your own stock rules

Distribution planning
Deployment, loads and logistics cost
Linear and mixed-integer

Procurement planning
Material needs and purchase proposals
Linear and mixed-integer

Production planning
Feasible plans within capacity and shifts
Linear and mixed-integer

Production scheduling
Sequences that cut setup and changeover
Finite capacity, constraint programming

Mathematical optimisation on proven solvers and one data model, so a change in demand flows through every module, and every scenario becomes a feasible plan.

What it's worth.

18–45%
lower forecast error than traditional systems
Across customers

Up to 90%
less time on data preparation, within 90 days
Automotive

€3.5M+
inventory savings within 45 days
Pharma

21%
lower forecast error than the previous process, within 28 days
Food

For the CFO: a worked example

Example company; we run it on your numbers

Your numbers

Annual revenue	**€200M**
Inventory value	**€25M**
Forecast error	**35%**
Lost to stock-outs	**4%**
Planning team	**5 FTE**

→

Sharper forecasts
Lower safety stock, with service levels protected.

Inputs weighed by results
Fewer stock-outs where demand moved in, less excess where it moved away.

Planning time back
Time goes to the decisions that need judgment.

→

To EBITDA

€2–4M

a year for a €200M company

Typically 1–2% of revenue added to EBITDA[1]

[1] Worked example for an illustrative €200M company. We run the same calculation with you, on your own numbers.

Independent research on AI-driven forecasting in supply chains

20–50%
fewer forecast errors

Up to 65%
fewer lost sales and less product unavailability

5–10%
lower warehousing costs

25–40%
lower administration costs

Source: McKinsey & Company, AI-driven operations forecasting in data-light environments, February 2022.

Up and running
in less than 24 hours.

Start with Horizon Instant, on the data you have: your ERP connected, and real demand planning on your own data. Add Deep Sensing and Ori when you're ready.

1 **Connect**
Our connectors for your ERP, APIs, or a file

2 **Map**
AI maps items, customers, locations, units and dates into one model

3 **Plan**
Planners work on the HZN-1 baseline and a first scenario

Keep
The mapping is kept and reused, every cycle

SAP · Oracle · JD Edwards · NetSuite · Dynamics 365 · Infor · IFS · Epicor · QAD · Plex · SYSPRO · Acumatica · Sage · Odoo · Excel · CSV

Then go as deep as you want

Start
Horizon Instant
ERP connected, HZN-1 baseline and the full planning screens, on the data you have.

Then
Deep Sensing
CRM, sales updates, customer emails, tenders, competitor and market data, read and modelled.

And
Ori
The planner's assistant: it ranks the priorities, explains them, and follows up with the people who know.

Horizon Solutions

The world's first Deep Sensing planning system.

Every signal read. Every impact modelled. Your priorities ranked.

Start with Horizon Instant | Book a demo

We expect that with Deep Sensing,

- every company runs on the sharpest plans it has had, in a fraction of the time.
- every signal is read and every impact modelled, before it reaches a decision-maker.
- planners only get the few decisions that matter, and become the person the company can turn to.
- new customers can be up and running in less than 24 hours, starting with the data they have.



The team behind Horizon · Founded in 2024

Chinmay Narwane · Co-founder and CEO (ex o9, e2open, Garvis)
Dirk Van Ginderachter · Co-founder and COO (ex OMP)
Ben Van Delm · Co-founder and CCO (ex Garvis, Logility)

Trusted by 120+ planners. Built by people who implemented the last generation of planning systems.