

Forecasting for Tier 1 Auto Suppliers

Introducing: Demand Forecasting Accelerator

Manual forecasting can't keep up with the pace and complexity of Tier 1 automotive supply chains. ForeFront's demand forecasting solution transforms third-party vehicle data into real-time, program-level forecasts in [directly in Manufacturing Cloud](#), reducing update time, improving accuracy, and enabling faster, more confident decisions.



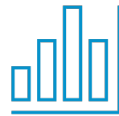
"Volume updates dropped from 2 hours to seconds."

- Dan Eslinger, Global IT Program Manager, Global Tier 1 OEM Chassis & Suspension Supplier



Where Tier 1 Forecasting Falls Apart

Tier 1 auto suppliers operate in one of the most complex forecasting environments in manufacturing – multi-year agreements, IHS volume projections, penetration rates, manual overrides and OEM variability that changes without warning.



IHS Data Complexity

IHS Markit volumes are structured by platform, not by part. Matching 500 projected cars to individual parts at an estimated penetration rate isn't simple – and Manufacturing Cloud doesn't handle it out of the box.

Forecast Erosion



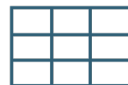
Reps enter manual volume overrides based on real OEM conversations, but batch processes overwrite them. Forecasts lose credibility, and teams stop trusting the data.



10-Year Planning Horizon

Platform lifecycles span 6-10 years. Reps need to manage agreements today for vehicles that won't launch for two-years – with OEM commitments priced years in advance.

Excel as the Status Quo



Most Tier 1 suppliers are still running demand planning in spreadsheets. Manual, error-prone, and disconnected from their CRM.

Standard Manufacturing Cloud vs. ForeFront's Accelerator

Salesforce Manufacturing Cloud covers roughly half of the demand forecasting problem for tier 1 suppliers. Without a purpose-built data model that bridges third-party volume projections to sales agreement products, you're automating an incomplete picture. ForeFront's solution bridges data sets with real commercial data in Sales Agreements and products to deliver a more accurate volume schedule and internal commitments.

Standard Manufacturing Cloud	Demand Forecasting Accelerator	Land + Expand
Sales Agreements & Products	IHS Data Ingestion + Volume Scheduling Provide monthly projections by platform	Agentforce Consumption Play Reps currently update pen rates and manual overrides screen by screen - it's tedious. With Agentforce, they can say "take my pen rate to 10% for all Ford platforms, March through December." Every product schedule updates instantly. This drives consumption and dramatically improves UX. Account Summary Agent Triggers When a rep opens an account record, trigger an Agentforce summary: volume trends, agreements at risk, penetration performance vs. RFQ. No navigation required, instead you get instant context and proactive consumption data per account touch. Tableau Visualization Layer Most Tier 1s are on PowerBI or a similar BI tool. If their current tool isn't delivering, Tableau is the land-and-expand path for visualization.
Program-Based Business (limited)	Platform Variant Object + Variant Matching	
Basic Forecast Objects	Manual Volume Override (MVO) Lock Reps enter negotiated adjustments over IHS baselines. The system protects these overrides from automated overrides.	
Product Schedules	Penetration Rate Engine Set pen rates per product and platform variant, have the system calculate effective volumes automatically. Change pen rate and all product schedules will update instantly.	
Analytics Export	Trigger-Based Propagation (seconds vs. 2-hour batches)	
Contract & Quote Management	RFQ vs. Actuals vs. IHS Pull in real orders from ERP to compare against IHS projections and manual overrides. Get RFQ vs actuals vs. projected - all in one view. 10-year Horizon Supported	

Your Prospecting Playbook for Tier 1 Auto Suppliers

WHO TO TARGET

Demand Planning / Forecasting Manager

These are your champions. They live the IHS pain daily and are doing it in Excel. This conversation is immediately relevant.

VP of Sales / Commercial Director

Cares about forecast accuracy, OEM relationships, and agreement performance. Speaks ROI — show them the actuals vs. projected view.

IT Program Manager

Decision-maker on Salesforce implementations. Needs a trusted SI who understands Manufacturing Cloud and industry relevant use cases.

Plant / Operations Planning

With 10-year horizon affects retooling windows, they need confident forecasts to plan capacity.

HOW TO OPEN THE CONVERSATION

"How are you managing IHS volume updates today?"

Most are in Excel. This question alone surfaces the pain.

"When a rep adjusts a pen rate, how long does it take to see that in the system?"

If the answer is 'hours' or 'we check the next day' — you have them.

"Have you ever had a manual forecast overwritten by an automated process?"

Every Tier 1 has felt this; it destroys the trust in the data.

"When tariffs or OEM changes come in, how quickly can you reprice your agreements?"

Use the BWI story here. Same-day repricing across every platform.

BWI Group

Global Tier 1 Chassis & Suspension Supplier



CHALLENGE

BWI managed 10-year demand forecasts across hundreds of vehicle platforms in Excel spreadsheets. Volume updates ran on 2-hour batch cycles, manual forecasts were silently overwritten, and OEM reporting accuracy was at risk. There was no way to normalize HIS reporting against actual product level forecasts in Manufacturing cloud.

SOLUTION

ForeFront replaced batch cycles with trigger-based automation. Built a Manual Volume Override lock. Automated platform variant and product schedule creation for new vehicle introductions.

PROOF POINT

When tariffs hit, BWI repriced across every agreement and OEM platform same-day. What would have been a multi-day fire drill became a same-day adjustment — a system that proved itself under real market pressure.

OUTCOMES

From 2 hrs → Seconds

Volume Update Latency
Trigger automation vs. batch

100% Manual Override

Retention

Reps trust the system

10 Years Forecast Horizon

Managed across platforms

**Same Day
Tarif Repricing**

Proved under real pressure

Demand Forecasting Accelerator

How to Engage

01

Discovery Workshop

30-minute working session to map your prospect's current forecasting process – HIS feeds, override methods, ERP integration points, and translate it to Salesforce.

02

Customized Demo

ForeFront will run a live Manufacturing Cloud demo tailored to your prospect's OEMs and vehicle platforms – with real IHS data scenarios, pen rate adjustments, and actuals view.

03

Reference Call with BWI

Set up a peer-to-peer call with your prospect and BWI and hear first-hand how they are managing their forecasts today.



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