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Improving Customer Service and Production Planning with Forecast and Order Collaboration



When customer orders and component availability don't align, even well-run lines can miss due dates. In this **FutureLink Barcelona 2025** session, Alberto Bartolini, CEO of CIT, and Brian Daleiden, Vice President of Corporate Marketing, Communications, and Community at TraceLink, discuss how closer forecast and order collaboration improves service levels and production planning—aligning capacity with demand, securing materials on time, and reducing last-minute firefighting across teams.

They share a practical path to digitalizing the collaboration flow: standardizing how forecasts and purchase orders are exchanged, clarifying roles within larger customer organizations, and replacing email and file exchanges with shared, trusted data that flows seamlessly across systems. The result is fewer surprises, faster confirmations, and on-time, in-full delivery that both partners can depend on.

Key takeaways:

- Learn how structured forecast and PO collaboration improves OTIF

performance, shortens lead times, and stabilizes schedules.

- Discover actionable steps to start today—standard templates, agreed lead-time rules, capacity and slot negotiations, and material readiness checkpoints.
- See how digital workflows and shared data reduce manual touchpoints and enable self-service order status for customers.

Watch the session to learn how forecast and order collaboration enhances customer service and strengthens production planning.

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