MIR INSIGHT

AI-powered business intelligence

Official partner of

WTiN | datatex — we make IT work for you | syngroup

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LinzTextil GMBH | K.D. FEDDERSEN DISTRIBUTION | Lenzing Innovative by nature | dbt dbt fibre TEXTILE INDUSTRY SOLUTIONS | TVU | 5-HT Digital Hub Chemistry & Health | Innovasjon Norge | STARTUP LAB | JOBACHEM enhancing your performance

MIR Insight

Founded 2021 in Oslo, Norway.

MIR Insight delivers AI-driven forecasts by transforming billions of market signals into clear, actionable insights for industry leaders.

Our team of 12 experts combines deep knowledge of manufacturing, machine learning, AI, engineering, and data analytics.

Dr Jonas Falkner
Chief Data Officer

Dr Bjol R. Frenkenberger
CEO

Friedrich Weninger
CCO

Nuno F. H. Barros
CTO

Supply chains are broken and markets are unpredictable

VUCA World

Coronavirus

War in Ukraine & Middle East

Disruption in the Red Sea
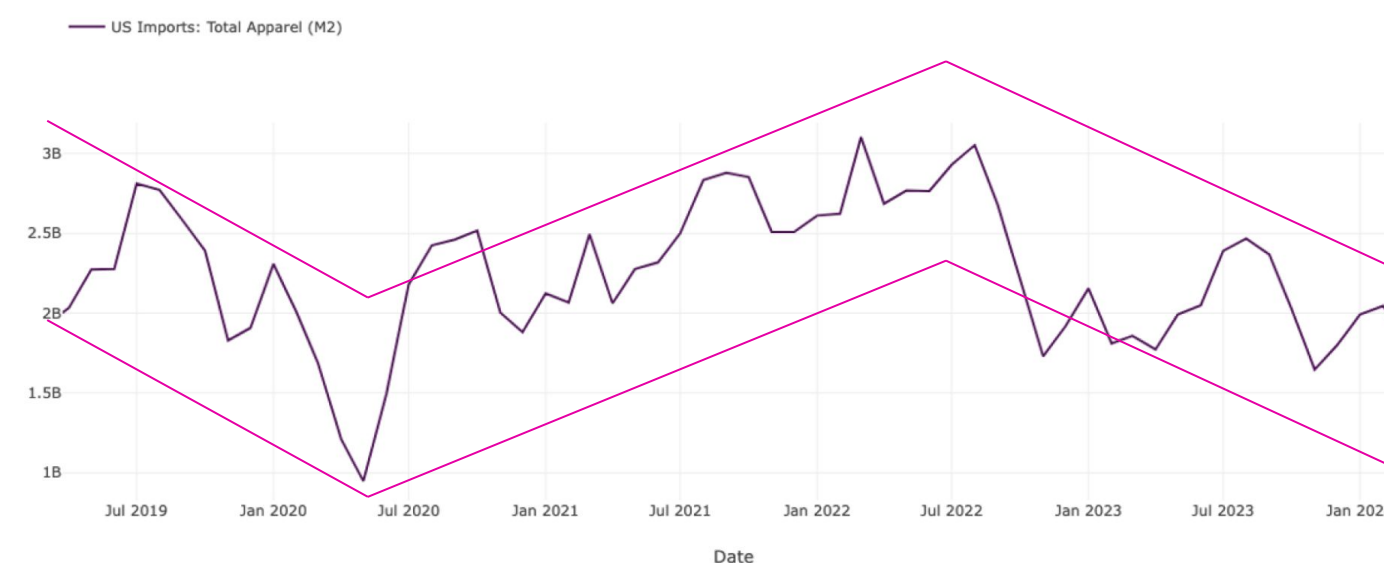
Challenging Geopolitics

Fast Fashion Import Tariffs

Regulation burden

Price can swing 50% and more

Historical Data of
Polyester SF (China)

Demands' volatility is challenging
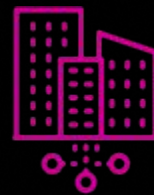

US Imports: Total Apparel (M2)

Historical Data of
US Total Apparel Import

Enlighten your company with Predictive Insights

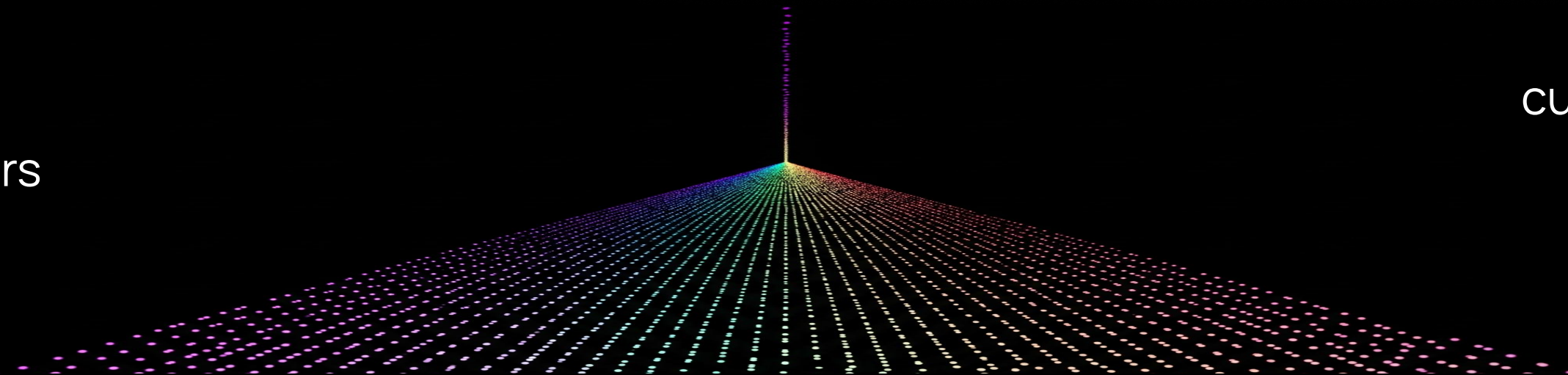Using billions of data in a AI-powered solution

#suppliers

#customs

#regulators

#world conflicts

#natural disasters

…

Your company

logistics#

prices#

supply chain#

customer service#

taxes#

…

How it works

We take 2 Billion+ data series

Macroeconomic data
Supply chain data
Trade Data
Material Prices
Financial Data
Global Risk
Global Climate

+

Integrate it with your Data & Knowledge

ERP (SAP, Datatex, etc.)
BI (Tableau, Power BI)
CRM (Salesforce, etc.)
Files (PDF, Excel, etc.)
Experience

+

Our AI Tool processes it

AI-powered Factor Selection
Proprietary Vector Embedding
Forecast Optimization

=

So you can act in time

Anticipate the impact of:

Price swings
Sudden demand shifts
Supply Chain
Disruptions

Procurement

We enable you to:

- Decide strategically on bulk orders
- Negotiate better terms with suppliers
- Secure the best locked-in pricing
- Establish reliable alternative sources
- Make smarter decisions on rush orders

Sales & Planning

We enable you to:

- Anticipate demand trends
- Make better pricing decisions
- Enhance your production process
- Streamline your inventory
- Manage your product portfolio more efficiently

Turnaround

We enable you to:

- Identify complementary products & shifting markets
- Forecast regional demand & redirect excess
- Monitor critical inputs & key cost drivers
- Quantify savings, risks & working capital in weeks

Offer and Pricing

12 months subscription

AI-Forecasts powered by billions of market data

Monthly Briefings with our Experts

Ongoing technical support

Exclusive access to early features

Access via Web Dashboard, PDF, Excel

Integration with existing systems

Detailed estimate on request

Run a Proof of Concept to understand the potential

How to get started

1 Workshop

What is the best forecasting setup for you?

2 Testing

Simulate 2024 with us!

3 Forecasting

Model the future with billions of market factors

in 3 weeks

Client:
K.D. Feddersen

Plastic Distribution
€1B+ in Revenue

$4M

Decisions correctly
supported by MIR Insight

No access to comprehensive price forecasting, making it extremely difficult to time high-volume, price-sensitive material purchases in a way that preserves their competitive edge and prevents costly inventory issues.

Client:
Jobachem

Base chemical distribution
€100M+ in Revenue

Purchase Price volatility and long delivery times when importing from abroad.

$7.2M

Decisions correctly supported by MIR Insight

Client:
Maral Overseas

Vertically Integrated Producer of Textiles
€100M+ in Revenue

$2.5M

Decisions correctly
supported by MIR Insight

Lack of order forecast
and changes in the
market make
purchasing, production
planning, and working
capital costs a
challenge.

Contact:

Nuno Moreira

nmoreira@mirinsight.com