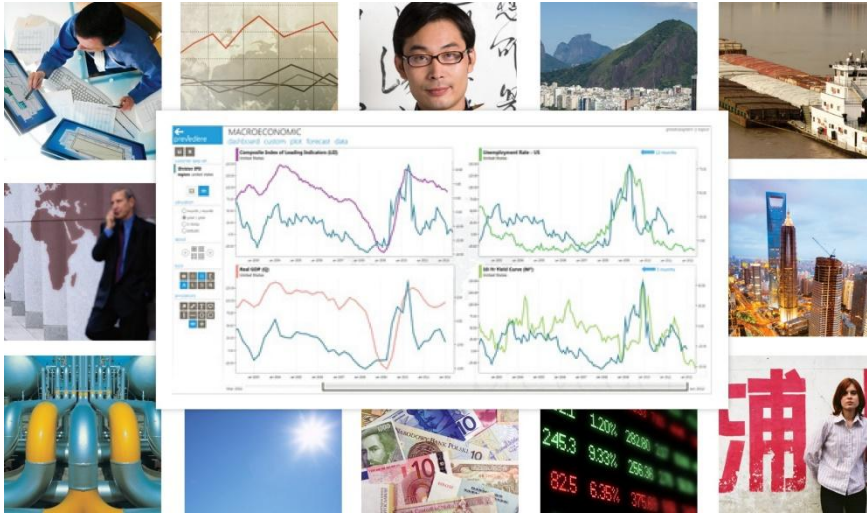


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Software that makes sense ↗



Maximizing Shareholder Value with External Data Analytics

Increasing return on Equity and Assets using external drivers



Maximizing Shareholder Value with External Data Analytics

Today's global economy is more volatile and changing more frequently than ever before providing you little time to react to significant market changes.

According to Gartner Research, companies that identify and verify leading external indicators have a **5.14% higher return on equity** than their competitors. Understanding how economic trends affect your financial results will improve your ability to forecast accurately and provide you the information needed to grow your business ahead of the competition.

To determine if your use of external data can be improved look below for any symptoms/problems that you may be experiencing in your organization today:

Overall Impact

Symptoms/Problems	=	Impact to the business
No standard and repeatable process to identify and verify leading indicators	=	Lower return on equity and assets than competitors
Reactive not proactive approach to significant external economic changes	=	Missing forecast, excess inventory, significant prolonged declines in working capital
Not identifying and monitoring the right external data for strategic growth and planning	=	Going into emerging markets too late
Failing to set up alerts and monitors of economic changes	=	Staying in declining markets too long
Using Excel to collect external data and/or as a forecasting tool	=	Errors in strategic decision making
Having a manual ad hoc process of external data collection spread across many people	=	Wasted time and money

Automated and repeatable identification and analysis of the correct external business drivers solves these problems!

Companies across all industries can use Prevedére Software to identify, report, and forecast on key leading drivers that effect business performance. Our up front analysis and patent pending software make it easy for your financial analysts to understand how external changes impact your monthly results.

Prevedére along with one of our key advisors, Joseph H. Ellis, author "Ahead of the Curve, A Commonsense Guide to Forecasting Business and Market Cycles" identify 4 key steps necessary to create a truly automated and repeatable process of External Data Analytics. Joseph was also a former Managing Partner at Goldman Sachs and rated as the top US Retail Analyst for 18 years.

Key Steps for External Data Analytics

- Identify a company that has expertise in statistical analysis and cause-and-effect charting of internal financial results against external data
- Work with them to identify leading indicators at the macro- and microeconomic levels that pertain to your company, your division, your product or service in your markets
- Create reports with charts that provide the best perspective on how economic changes impact your business and allow you to forecast the business cycles in each of your markets
- Provide a monthly distribution and review of the reports with simple and comprehensible observations on upcoming trends for all decision makers

Prevedére offers software and services to complete a comprehensive upfront industry analysis for your organization to identify key leading external economic drivers. Once those leading drivers are identified, Prevedére's software application will be installed for automated and repeated analysis, reporting and alerting of key external economic changes that affect your organization. Some of the benefits companies receive include:

Top Benefits of External Data Analytics

- **Higher Return on Equity and Assets**
 - Companies that identify and verify leading indicators earn 5.14% higher return on equity, and 2.95% higher return on assets
- **New and Better Information**
 - Gain deeper insight into the right leading indicators for the performance of your business
- **Save Time and Money**
 - Keep all external data in one place, reducing the timing for gathering external data from weeks to minutes, including quick correlation of this data to your company's performance
- **Plan and Demonstrate Growth Opportunities**
 - Leverage a more robust modeling and reporting application for in depth analysis and streamlined presentations
- **Advanced Warning of Economic Downturns**
 - Receive timely alerts when economic conditions shift – take immediate, early action when leading indicator changes are identified

About Prevedére

Our software makes external driver identification and analysis an automated and repeatable process.

Prevedére combines external economic data expertise with years of software development experience to create a true breakthrough in analytics and reporting. At Prevedére we have learned what kind of information decision makers expect and need to make the right fact-based decisions to maximize their shareholder's value. Our software application is designed to quickly provide answers in a clear and easy manner for all your C-Level Executives and Board Members.

Prevedére's external data expertise ensures your company has the right information and our software is designed to automatically collect, identify and report on your external drivers. The key to our software is our ability to identify what impacts your bottom line then leverage it to forecast your upcoming results and long term growth opportunities.

Just assuming external drivers are affecting your results and simply copying and pasting them into presentations for executives is not enough in today's fast changing global economy. Prevedére partners with you to provide the upfront services and software to get your company up and running with Big Data Analysis on the most important external drivers affecting company results.



Prevedére, helping improve your bottom line results

References:

The Gartner Business Value Model: A Framework for Measuring Business Performance, Michael Smith, March 2010



Gartner 

“Leading indicators extend the value of lagging indicators and provide a mechanism for gaining competitive advantage. According to a Wharton research study, companies that build and verify a set of leading indicators earn a **2.95%** higher return on assets and a **5.14%** higher return on equity. Yet, less than **25%** of companies attempt this.”

- Michael Smith, Analyst

Source: The Gartner Business Value Model: A Framework for Measuring Business Performance
Publication Date: 26 March 2010 ID Number: G00175097

Ahead of the Curve, a Commonsense Guide to Forecasting Business and Market Cycles, Harvard Business Review, by Joseph H. Ellis, October 2005