



## BRING FUTURE ECONOMIC RISKS AND OPPORTUNITIES INTO FOCUS

Amid growing global uncertainty, Prevedere helps companies systematically identify and quantify the influence of economic factors on future business outcomes.

Economic volatility. Digital disruption. Dramatic changes in consumer behavior. It's tough to set a strategy for success in such an uncertain business environment.

That's why leading enterprises rely on Prevedere's predictive economic intelligence to help navigate the turbulent waters ahead.




You can anticipate a softening in demand or an upswing in sales months before it happens. And with the right proactive moves, your business can achieve superior financial results, whatever the future holds.

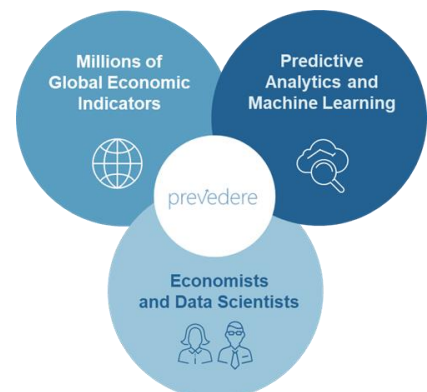
### BUSINESS OUTLOOKS BASED ON LEADING INDICATORS

There's never been more data about economic and consumer activity. Prevedere's innovation is to mine all that information for clues about what's in store for your business.

We've harnessed the power of AI, the cloud, and predictive analytics to deliver forward-looking insights that are uniquely relevant to your company. These insights are strategic, actionable, and more timely than ever.

You'll know which economic factors are leading indicators for your business and what they're "saying" about your business outlook. Will sales go up or down, by how much, and when? For the first time ever, you can make strategic plans and investments with a data-driven view of your future economic risks and opportunities.

- 
**See what lies ahead for your business**
- 
**Solve for upcoming headwinds and tailwinds**
- 
**Succeed in a highly volatile economic climate**



## SEE WHAT YOU'VE BEEN MISSING

Even though economic cycles have a significant impact on business fortunes, many companies don't account for economic and other external factors in their strategic plans.

This is a very costly blind spot. Without predictive economic intelligence, your business risks over-investing in a downturn, under-investing in an upturn, and missing its numbers due to unexpected changes in the market.

**85%**

of business performance  
is influenced by  
external factors<sup>1</sup>

**69%**

of executives don't use  
external data in  
planning processes<sup>2</sup>

With Prevedere, you have a clearer view of economic influences and a longer lead time to pivot. You can drive growth by capitalizing on upcoming tailwinds and take steps to protect profitability when facing headwinds. You can also be more proactive and resilient than competitors, which is a real edge in today's dynamic business world.

Companies with a set of leading indicators

**↑ 5.14%**  
Return on equity<sup>1</sup>

**↑ 2.95%**  
Return on assets<sup>1</sup>

## ADD INTELLIGENCE TO BUSINESS PLANNING

Predictive economic intelligence is a valuable input to strategic business and financial planning. Executives use our insights to answer questions like:

- What's the right growth target for next year?
- Was that weak quarter a seasonal slump or a sign of worse things to come?
- Should we increase or decrease spending in this product category, business unit, or market?
- Does this investment in more marketing or production capacity make sense right now?

Prevedere's managed services team can work with you to systematically integrate economic insights into your planning processes.



World Leader in  
Premium Spirits

The North American CFO turned to Prevedere after an unexpected drop in sales. Now the company uses our predictive insights to set more realistic growth targets for multiple product categories in countries around the world.



Global Manufacturer  
of Glass Packaging

Prevedere arms the CEO and Division Presidents with business outlooks for five different end markets. The insights inform financial and S&OP planning, including decisions about production, logistics, and staffing.



National Chain  
of Variety Stores

This retailer uses Prevedere to understand and monitor the economic drivers of shopper demand. Prevedere's projections help the company optimize spending on inventory, marketing, and real estate.

*"The capability Prevedere has built is incredibly powerful, and it really is a no brainer."*

Craig Morrison  
Former CEO & President  
Hexion Inc.