

prevedere

How to extend CPM and planning systems with AI-based economic intelligence



The need

Business leaders and planners are attempting to make sense of the current market volatility and economic signals, trying to determine if and how much impact they will have on their lines of business. It is now imperative that businesses understand external market forces, be able to quantify and predict their impact, and incorporate them in some way into regular planning cycles.

The gap

Your organization likely has a well-established CPM or EPM system in place, whether cloud based or on premise. These applications and technologies are comprehensive and offer a broad range of capabilities, but what they ALL lack is a layer of contextual economic intelligence that is fundamental to planners and forecasters, intelligence that is able to verify, validate and optimize planning activities and decisions. Without incorporating the external drivers of your businesses into your plans, your forecasts will be flawed and your strategies will suffer from blind spots.

Extend CPMs with AI-based economic intelligence

Your current CPM/EPM?



Growing capability gap
Economic intelligence

A critical need to identify, quantify and incorporate market volatility into forecasting, planning and strategy

Without it plans have blind spots and are essentially flawed

The solution

Without having to change or displace any of your existing CPM tools or platforms, Prevedere has a predictive planning solution that can be easily layered and blended into your current systems and processes.

Prevedere Advanced Predictive Planning (APP) combines a blend of data, software and human components to deliver planning intelligence to organizations.

APP components

- The Prevedere Global Intelligence Cloud is an aggregated data repository capturing external global data with millions of business drivers and leading indicators from thousands of sources.
- Prevedere Advanced Predictive Planning Platform is purpose-built from the ground up to generate thousands of predictive models, leveraging ML and cause and effect econometrics.
- Prevedere's team of economists and success directors are available to interpret forecast models, review future market outlooks, and help to operationalize these insights.

APP outputs

Prevedere APP generates multiple outputs and benefits whether for operational monthly planning or longer term strategic planning.

- APP identifies the correlating external drivers and leading indicators for any layer of your business, whether for a category, region, division, brand or combination.
- APP then generates economic baseline predictions, whether in the form of 3-18 month forecasts and/or 3 to 5 year long-range outlooks.
- The APP platform also provides always-on prediction monitoring and early warnings when market and forecast shifts outside of planning boundaries are predicted, enabling more proactive business.



APP components

APP outputs



Prevedere Global Intelligence Cloud



External drivers and indicators

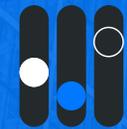


Prevedere Advanced Predictive Planning Platform

Prevedere
Advanced Predictive
Planning (APP)



Performance forecasts



Prevedere expertise for economic foresight and operationalization



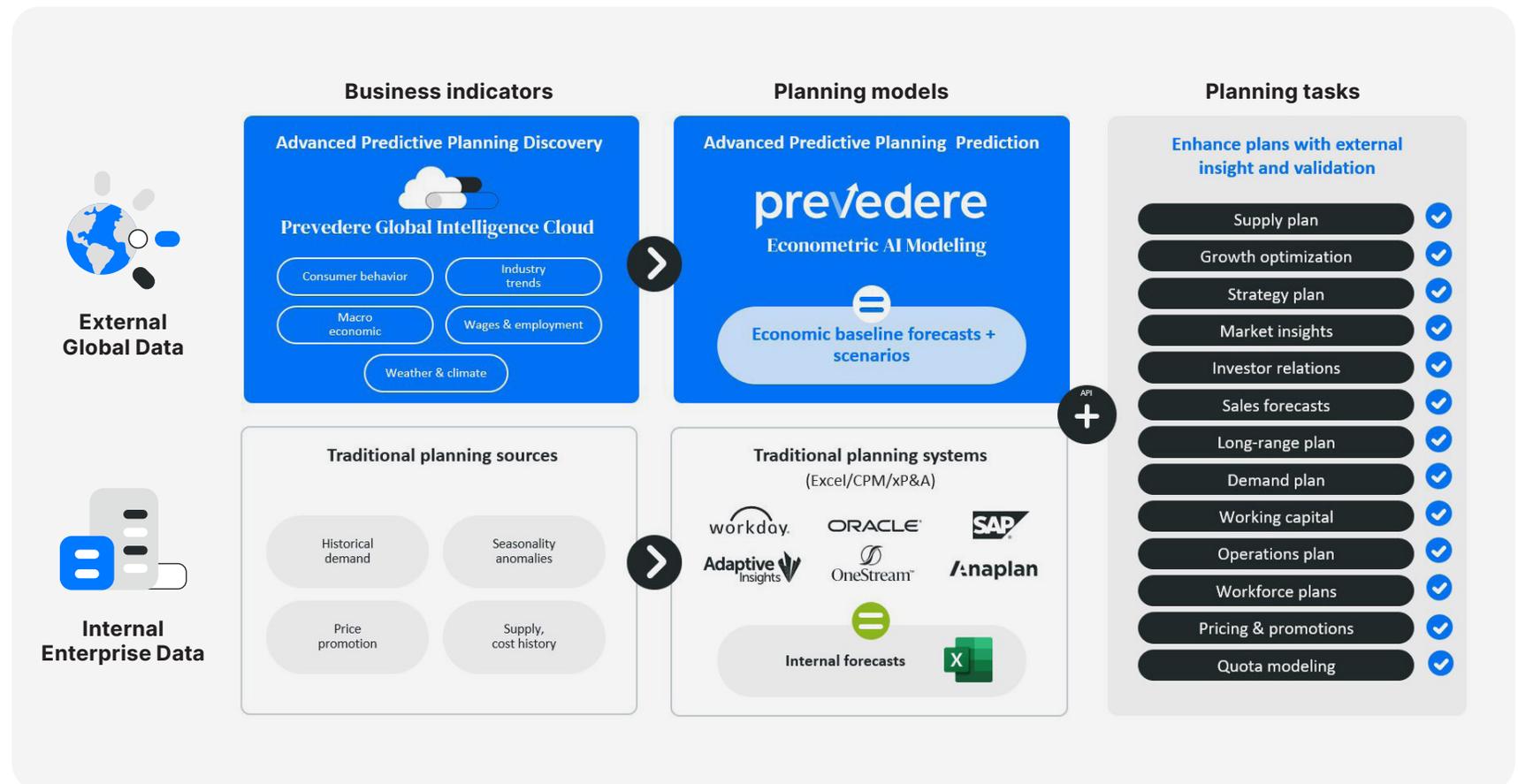
Market monitoring and early warning

Extend and enhance existing planning systems

Traditional planning processes leverage internal data for forecasting. This includes historical sales, trends for seasonality, past pricing and promotional activity, and perhaps histories of other cost and supply side performance.

Organizations' underlying CPM/EPM tools and platforms, including Excel, are used extensively as a basis for many forecasting and planning activities. Traditional planning and forecasting has proven satisfactory in a stable economy, but the forecast data used in these activities is more internally focused, and is not based or validated by external market dynamics. This leads to these plans containing blind spots, inaccuracies and planning flaws.

Prevedere APP can be easily and rapidly layered onto your existing systems and processes – see the blue boxes in the graphic. The enhancement is simple and there is no need for complex real time integration. Prevedere has been layered onto many types of planning and analytics systems, from Excel to Workday to Tableau to Anaplan.

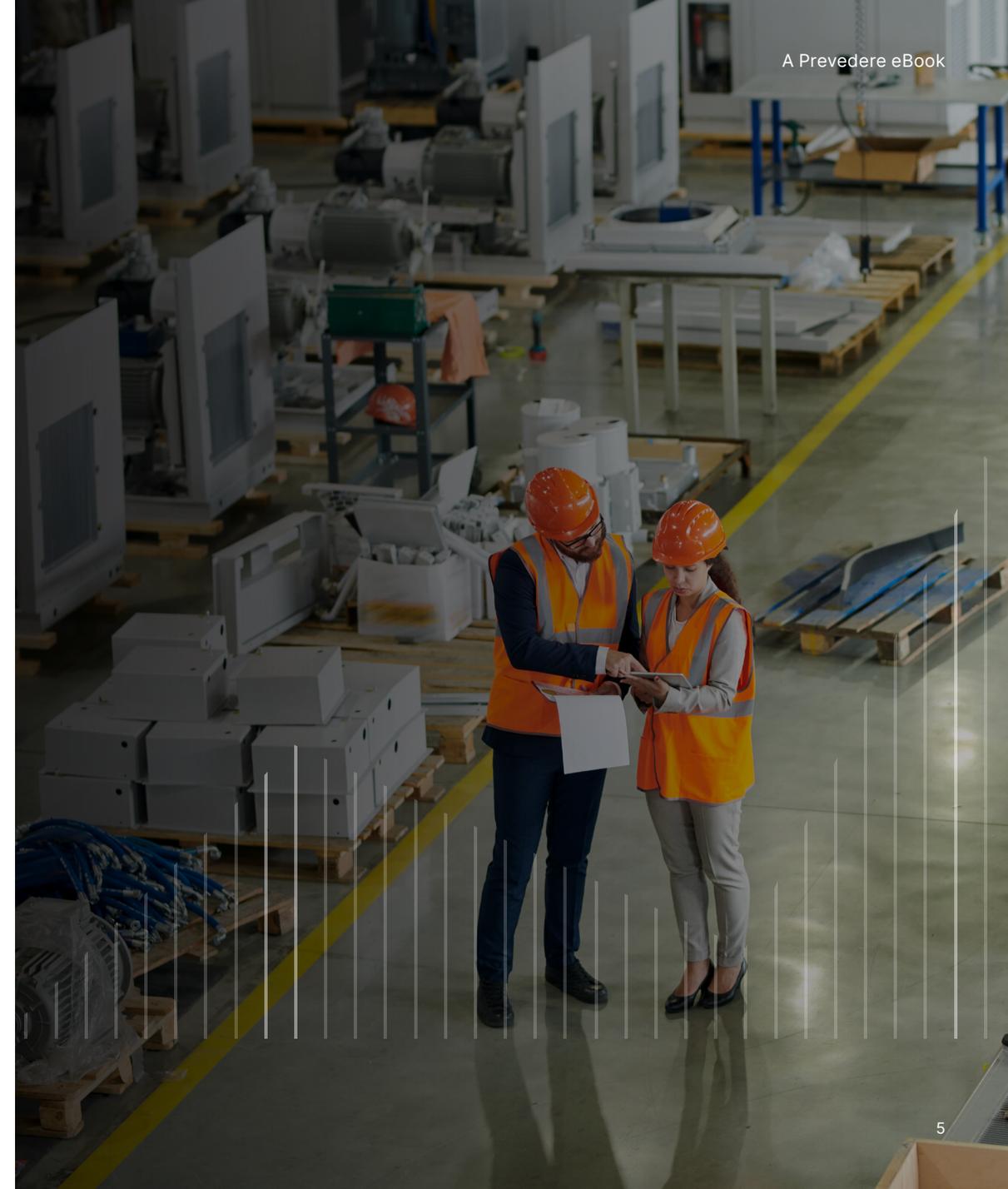
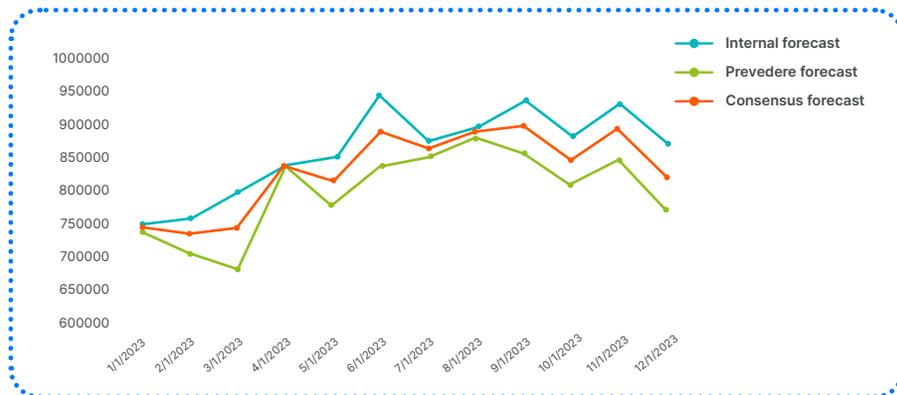


Combine internal and external insights

Customers blend their internal forecasts with Prevedere’s economic baseline forecast, resulting in a more holistic and market-validated consensus prediction for planning use. What this means is a more viable and accurate forecast of their business future, which has a range of benefits. Customers are able to reduce their forecast misses,

by anything from 5-50%, which ultimately reduces cost, helps to manage risk and increase profitability. Customers can also predict future market headwinds and tailwinds which provides real competitive advantage, and a way to maximize opportunity for revenue growth and increased market share.

Creating a consensus forecast



The outcome

- ▶ Market-validated planning
- ▶ Cut forecast misses
- ▶ Manage risk
- ▶ Maximize opportunity
- ▶ Competitive advantage

Bottom line is that by extending your CPM and planning systems with Prevedere, customers make superior planning decisions by attaining custom economic intelligence and predictions for their industry, their channels, and their products. Business leaders can use these insights to optimize plans, and to challenge or defend long held assumptions when planning for the future.

For a more in-depth understanding of how Prevedere extends CPM and planning systems, [check out our explainer video](#).



Plan and forecast more intelligently in the new world

Add Advanced Predictive Planning to your business.

Talk to Prevedere to identify how we can benefit your organization.

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