prevedere

Fix your forecasting

Avoid missing expectations with external market data

Internal factors

External factors

Product launches
Pricing
Distribution
Promotions
Hiring
Weather
Macroeconomics
Demographics
Consumer sentiment
Industry metrics
Consumer activity
Government benefits

One of the key reasons companies miss expectations is that they do not understand how external market factors impact their business.

- **Can you predict how changes in macroeconomics, consumer sentiment, and government actions will affect your company's performance?**
- **Are you confident that your forecasts anticipate market trends and that you can effectively communicate those dynamics to investors, partners, and other key constituents?**

If not, Prevedere can help. Prevedere offers a suite of software solutions that enable leaders to transform planning and forecasting with external insights and predictive analytics.

With Prevedere, you can:

Use leading indicators to anticipate the future

Leaders can leverage leading indicators and economic models to anticipate how market conditions will impact their business. Using external market data and predictive analytics provided by the Prevedere platform, CEOs and CFOs can better guide strategic decisions, make timely course corrections, and effectively manage investor relations.

Monitor macro trends to communicate intelligently with investors

Understand how external factors such as GDP growth, inflation rates, consumer sentiment, government actions, and more, can affect your business — over short-, medium-, and long-term horizons. Speak knowledgeably with investors and other shareholders about headwinds and tailwinds from the external environment.

Leverage real-time alerts to avoid forecast misses

Prevedere's real-time alerts help CFOs understand critical economic changes that impact their models. Using Prevedere's patented AI, real-time alerts notify leaders when the system detects changes to models and forecasts. This proactive approach enables CFOs to see potential risks, adjust their forecasts, and pivot when necessary.

By leveraging leading indicators, understanding macro trends, and utilizing real-time alerts, CFOs can make informed decisions, communicate effectively with stakeholders, and proactively adjust business strategies. Prevedere's external insights and predictive analytics empower business leaders to avoid missed expectations and navigate market dynamics with far greater confidence.

Complete suite for external insights & predictive analytics

Econometric expertise

Economic Insights
Reports • Dashboards • PEIRs • Modeling-as-a-Service

GenAI Copilot
Chat-based assistant trained on hundreds of thousands of models & millions of scenarios

Artificial intelligence

Discover
Identify leading indicators correlated with business

Predict
Create and refine econometric models

Scenario
Evaluate different macroeconomic scenarios

Protect
Monitor conditions & take action

Global economic data

Global Intelligence Cloud
Global coverage • Millions of indicators
10K+ sources • 168 industries • 8 macro sectors

Insights
Subscribe to receive economic data and industry reports

Internal company data & planning systems

Supporting enterprise-wide planning use cases

▶ **Financial Planning**
▶ **Strategic Planning**
▶ **Brand & Category Planning**
▶ **Marketing Planning**
▶ **Supply Chain Planning**
▶ **S&OP**
▶ **HCM & Workforce Planning**
▶ **Data Analytics**

Trusted by the world's leading brands

McDonald's · Kraft Heinz · Hormel Foods · Kimberly-Clark · Whataburger · Danaher

Dollar General · General Mills · Pella · Dick's Sporting Goods · Hanes · carhartt

To learn more, visit **prevedere.com.** To schedule a demo, contact us at **prevedere.com/contact.**