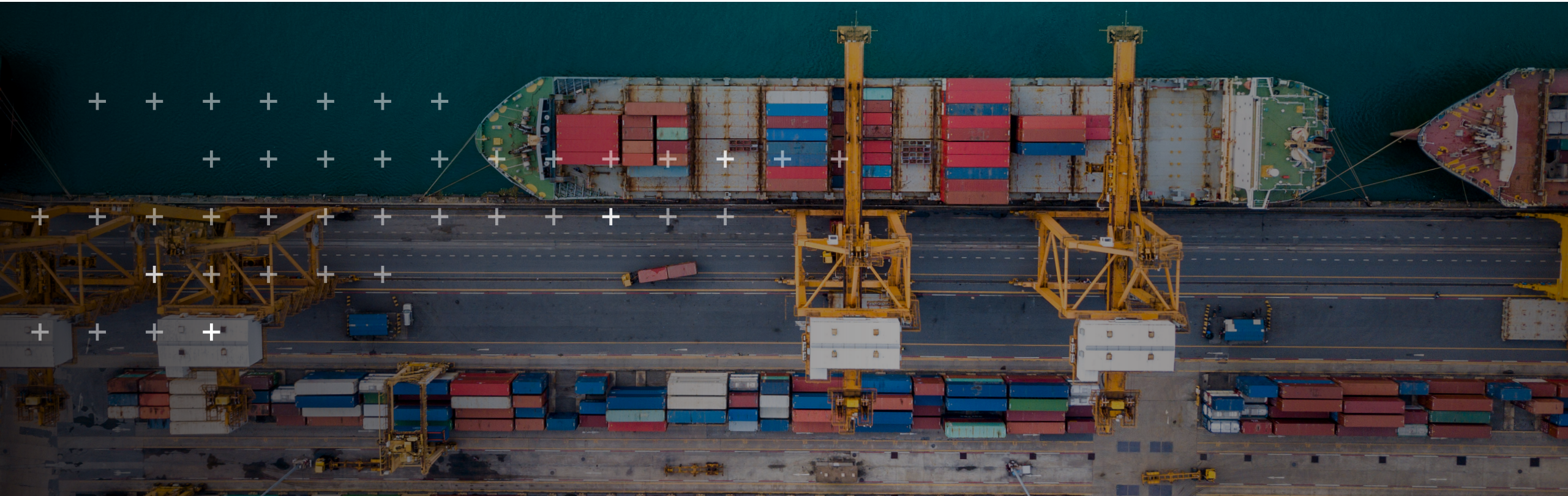


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Validate annual planning cycles with external intelligence

Prevedere delivers predictive planning insight to quantify and manage future economic headwinds and tailwinds.



Introduction

Market and economic uncertainty dominate the business headlines. Annual planning needs to incorporate a projection of future performance in order to allocate budget and resources.

Annual planners are attempting to create plans and strategy based on predictions of future outcomes. Without a credible way to quantify what all the relevant external influences will mean to your specific lines and layers of business, you are essentially blindfolded.

This is where Prevedere can turn that uncertainty into tangible business advantage.



Blindfolded until now – introducing Prevedere

Prevedere specializes in economic-based forecasting and prediction, supplying global data, leading indicators, econometric AI modeling technology, and a team of senior economists. The result is market-validated planning and strategy.

In the same way that an economist considers macro level indicators to predict future economic conditions, individual businesses can now identify the leading indicators of their own supply and demand and create prediction models and forecasts.

Organizations can blend Prevedere’s economic baseline forecasts with their internal forecasts, and create consensus forecasts that now incorporate internal and external drivers of their business.

The outcome is powerful - superior planning with more accurate ‘market-validated’ forecasts, and foresight into future headwinds and tailwinds, whether we are heading towards recession or recovery.

Identifying your unique leading indicators is the key enabler to Prevedere’s prediction models that generate short, medium and long term forecasts and scenarios



Annual planning + indicators

In 2023 much debate amongst economists related to whether the US would enter recession later in the year. Regardless of whether this officially occurs, many companies have already felt the impact of the volatile market.

This uncertainty will likely continue into 2024 and beyond. Unlike the previous recessions that occurred in the last 20 years, there is a feeling of a slow burn and many unusual conflicting economic indicators.

The takeaway for businesses executing annual planning cycles is the need to identify those indicators that influence and impact each line and layer of their business, whether topline, or by product, brand, category or channel.

Economic based predictive models can then be created from those correlating indicators, which generate monthly, quarterly and annual forecasts, and identify upcoming market shifts/cycles.



Video

Leading indicators



How leading indicators can improve planning and strategy

Watch now

Where and how Prevedere helps annual planning

Market-validated demand, supply, cost and other KPI forecasts are a critical ingredient to annual planning activities.

Accurate Assumptions

Prevedere's economic based forecasts and foresight is based on key economic indicators such as GDP growth, inflation rates, interest rates, employment figures, consumer spending patterns and other correlating drivers. This intelligence serves as a basis for setting realistic assumptions for the organization's annual planning. Having accurate assumptions allows for more reliable financial projections and helps avoid overly optimistic or pessimistic forecasts.

Scenario Analysis

Prevedere's economic baseline forecasts and scenarios enable organizations to conduct what-if analyses based on different

economic inputs and outcomes. By considering various scenarios, such as economic growth, recession, or inflationary pressures, organizations can assess how each scenario would impact their business. This analysis helps in developing contingency plans and risk mitigation strategies to handle potential challenges.

Market Insights

Prevedere's short and long term models provide information on market trends, customer behavior, and industry performance. Understanding these trends helps organizations identify emerging opportunities and potential threats. Armed with such insights, they can adapt their strategies, products, and services to meet changing market demands effectively.



Competitive Analysis

Prevedere is also able to model and forecast total (TAM) market segments. An example might be to predict the consumer electronics TV total addressable market in the US for the next 24 months. By then forecasting the customer's projected TV sales, market share can be projected, and whether it has increased or decreased. This insight opens the door to first mover competitive advantage, and optimizing plans for growing or shrinking markets.

Budgeting and Financial Planning

Market-validated forecasts created from back-tested econometric AI prediction models support organizations in creating realistic budgets for the upcoming year, based on demand and cost predictions. It allows them to align their financial plans with projected market and economic conditions, and helps in setting achievable financial targets.

Investment Decisions

For organizations involved in long-term investments and capital projects, longer term market-validated predictive intelligence is vital. It provides insights into the economic viability of these investments over the planning horizon, whether to open new facilities, or launch new brands. Two to five year CAGR prediction models are critical regards decisions to proceed with specific projects or delay them based on both macroeconomic and customer market directions.



Conclusion

Creating cause-and-effect prediction models and forecasts based on unique leading indicators ultimately drives better annual plans and outcomes, because the actual influencers of the business are now incorporated into planning. Also, being able to pinpoint the timing of market shifts, headwinds and tailwinds helps to mitigate risk, maximize opportunity and provides competitive advantage.



Plan and forecast more intelligently in the new world

Add Advanced Predictive Planning to your business.

Lets discuss how leading indicators and econometric predictive models apply to you and your business.

[Talk to Prevedere ›](#)

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