

Tech companies leverage Prevedere for annual planning and strategy

Market validated planning for the tech industry

Prevedere's economic based planning data, AI technology and predictive intelligence is highly beneficial for tech companies, as it provides unbiased data-driven forecasts and market foresight. Here are several ways in which Prevedere can help tech companies with their annual and strategic planning.

Add economic based intelligence to planning

Prevedere plays a critical role in the annual and strategic planning process. By creating economic based performance forecasts and market foresight, organizations can make more informed and accurate predictions about future performance, economic conditions, market trends, and other external factors that will impact outcomes in the upcoming year.

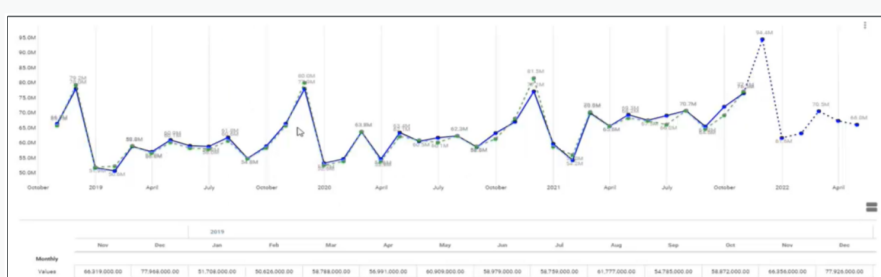


Figure 1. Create short and long term performance forecasts for any line, layer or aggregation of the business, whether demand, cost or other KPI

Economist methods at the organizational level

In the same way that an economist considers macro level indicators to predict future economic conditions, Prevedere helps individual businesses identify their unique leading indicators and then creates cause-and-effect AI prediction models and forecasts. These are then blended with internally generated forecasts to 'market validate' any final demand and cost forecasts. For example a demand forecast can be created for total US sales, or for a brand, product, category, channel or geography, or combination. Directional shifts can also be incorporated into planning (See figure 2).

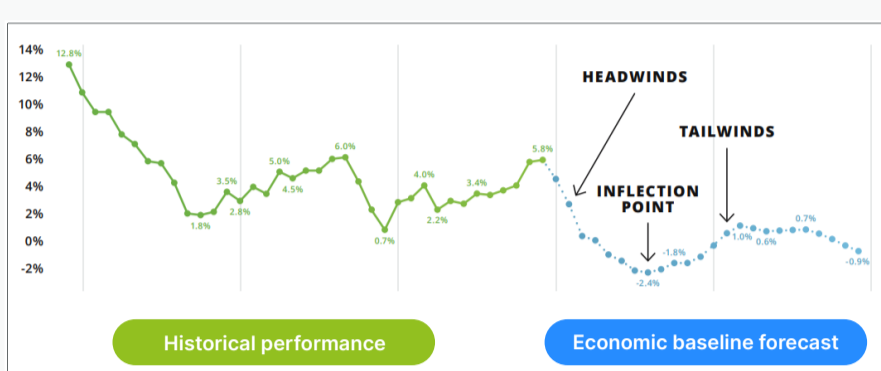


Figure 2. In addition to monthly, quarterly and annual forecasts Prevedere's econometric models also show upcoming market shifts, headwinds and tailwinds.

Prevedere across the organization

Prevedere is targeted at the Office of the CFO, FP&A, market intelligence and planning teams. Objectives range from optimizing plans to cutting forecast misses, improving profitability, identifying market risk and opportunity, and attaining first mover competitive advantage.

Prevedere across tech segments



Software / Services

With insights from Prevedere's economic-based planning, software companies can proactively adjust their marketing and sales strategies for both profitability and competitive advantage.

Services businesses can allocate their resources, including skilled personnel and infrastructure, according to upcoming predicted economic shifts.



Semiconductor

Semiconductor companies are vulnerable to market volatility. Economic-based planning intelligence aids in identifying and mitigating risks associated with economic fluctuations, whilst also being able to focus on growth and expansion initiatives. During downturns, they can concentrate on operational efficiency and maintaining stability.



Hardware / Equipment

Armed with Prevedere's market validated demand forecasts, hardware companies can optimize manpower, raw materials, and production capacity. By aligning their strategies with economic trends, hardware and equipment companies can anticipate market shifts, make proactive adjustments, and grow their market share in their industry segments.

Where and how Prevedere helps annual and strategic planning

Prevedere's economic based planning data, AI technology and predictive intelligence is highly beneficial for tech companies, as it provides unbiased data-driven forecasts and market foresight.

Data-Driven Decision Making

Prevedere leverages vast amounts of economic/global data and sophisticated econometric prediction models to generate insights. This unbiased data-driven approach enables tech companies to make well-informed decisions based on unbiased demand and cost foresight rather than relying on intuition and internal forecasts.

Investment Prioritization

Tech companies often have multiple products, projects and initiatives competing for investment. Performance prediction models aid in prioritizing investments by evaluating the potential return on investment (ROI) under different economic scenarios.

Talent Acquisition and Retention

Prevedere wage rate and skill availability forecasts provide value foresight into talent and labor market conditions. Planners can anticipate skill shortages or surpluses and adjust hiring and talent retention strategies accordingly, as well as creating accurate labor budgets for the next year.

Financing and Capital Raising

Prevedere's supply, price and demand prediction models aid in determining the optimal timing for capital raising activities such as funding rounds, debt issuances, or initial public offerings (IPOs), taking into account economic conditions, revenue forecasts and investor sentiment.

Budgeting and Resource Allocation

Leveraging economic based predictions, tech companies can prioritize projects and initiatives based on their potential returns and the economic outlook. This includes budget allocation, human resources, and capital investments to those with the highest growth potential.

Market Expansion Strategies

Prevedere's platform can generate forecasts that help companies identify market segments that are projected to experience growth (e.g. overall laptop demand for next 18 months in Canada, identifying headwinds and tailwinds). This informs decisions related to e.g. new laptop market entry strategies.

Pricing Strategies

Prevedere can help tech companies optimize their pricing strategies by considering factors such as consumer purchasing power, price elasticity, and competitive pricing. This helps companies set prices that maximize revenue and profitability.

Optimizing Supply Chain

For those tech companies with physical products, Prevedere can optimize the supply chain planning by predicting fluctuations in supply and demand, identifying potential disruptions, and managing inventory levels efficiently. This leads to cost savings and improved operational efficiency.

Customer spotlight



\$60b global provider of technology products, software, solutions and services

This Prevedere customer has created 8 AI predictive models for their most prominent lines of business, including laptops and printers. Each of these demand models is based on unique leading indicators and drivers such as consumer confidence, corporate tech spend, semiconductor demand, China exports, GDP and disposable income. The resulting consensus models and forecasts are used for monthly, quarterly and annual planning, enabling market-validated plans and go-to-market strategy.



\$230b manufacturer of consumer electronics, appliances and mobile communications

This customer is leveraging Prevedere's global data and platform to create economic baseline models for its smartphone, tablet, TV and refrigerator businesses. Identifying the real drivers of each LOB, and creating econometric models adds a new layer of market-based prediction to their go-to-market planning. Prevedere's proprietary Model Score and ML based simulation engine are key to providing statistically credible predictions, used by this customer to manage increasing market uncertainty.

Bottom Line: Incorporating economic prediction models into annual and strategic planning enables tech companies to develop more informed, data-driven, and adaptive strategies. By understanding the external economic factors that can affect their products and lines of business, tech companies can navigate uncertainties, capitalize on opportunities, and achieve sustainable growth.

Prevedere's Advanced Predictive Planning platform is a patented market-leading technology for identifying external factors, creating forward-looking predictive models, enabling "what-if" analysis of potential future conditions, and monitoring for future market shifts.

[Talk to Prevedere >](#)

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

Learn more at www.prevedere.com