



Predictix

Turning Forecasting into an Effective, Transparent and Actionable Business Tool

Forecasting is often perceived as an arcane art. Today's forecasting systems only reinforce that reputation – they are unwieldy, require unique skills, and their opaque outputs have rightly earned them the moniker “black boxes.” Predictix Forecasting changes this equation, by applying experience and the latest advances in science and computing power to create a “clear box” that business users can use to help drive better day-to-day decisions.

Accurate demand forecasts drive higher revenues, higher margins, and lower costs. Poor forecasts erode revenue, reduce margins, needlessly tie up working capital, and increase operating costs. Forecast the right movement, and you can stock the right quantities in the right locations. You can also achieve better in-stock performance with less safety stock, less overstock and fewer markdowns. Forecasters can sleep better at night. Merchants and buyers complain less. Customers are happier. And investment analysts may notice the new direction your company's metrics are taking.

Given this, many companies have invested in forecasting solutions. Over time, however, companies have become painfully aware of the limitations of traditional solutions, particularly for any forecasts beyond baseline demand. Because these solutions are opaque to business users and are often not regularly tuned, forecast errors grow and erode their predictive value over time. Predictix Forecasting addresses these limitations, giving companies accurate, transparent, and understandable forecasts over time.



A “clear box” approach to forecasting

If forecasting is to truly be an effective tool business users rely on every day, forecasting systems must help these business users get their day-to-day business done, and they must be designed so forecasters can understand, intelligently question, and based on their analysis, override the system's assumptions and outputs.

At Predictix, we have focused on making such a forecasting system a reality by addressing three areas:

- Adapting our solution to improve decision-making in the daily business processes supported by forecasting;
- Providing practical solutions to complex yet common forecasting questions; and
- Building a high-performance solution that enables transparency and usability.



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Adapted to business processes and needs

Intuitive workflow-based user interface

Rather than simply presenting a set of features and functions, Predictix Forecasting presents a pre-defined workflow menu that leads forecasters through their weekly processes, while also giving them the flexibility to tailor how they work, with a high-performance user interface.

Directed management by exception

Managing by exception is critical to efficient and effective management; adding guidance and recommendations makes Predictix Forecasting that much more powerful. Our system-defined business and statistical rules not only point the forecaster to issues and opportunities related to the business processes supported by forecasting, but also provide recommendations to solve them.

Transparent, understandable outputs

Predictix Forecasting is designed with a unique component-based approach that lets forecasters view the individual forecast components, statistics, and effects that go into the numbers. Forecasters can understand, question and test the assumptions that went into the forecast, and assess in real time the impact of each component - base forecast, seasonality, promo, etc.

Real-time scenario comparisons

Your forecasters must be able to bring their experience and business judgment to the table when making decisions. This includes testing various hypotheses and assumptions about the business. Your forecasts, therefore, must not only be transparent; they also can't be etched in stone. Predictix Forecasting allows forecasters to change any of the assumptions or suggested settings, and see immediate what-if results.

Practical solutions to complex questions

One of the hallmarks of the Predictix approach is that it's designed with typical yet complex situations in mind, to ensure that these are tackled in a way that's both intuitive to business users and rigorous

from a statistical perspective. These include forecasting new items, new store setup, short lifecycle and challenging products, cyclical and seasonal event profile, and forecasting at the day or hour level.

Latest advances = Usability + Transparency

In designing Predictix Forecasting, we are taking advantage of the latest advances in process workflow, statistical methods and in computing power, to bring to market a solution whose power and intuitive operation simply was not possible until recently.

About Predictix

At Predictix, we help Tier 1 retailers, wholesalers, and brands make better decisions with the first and only software-as-a-service suite for planning, allocation, assortment and space optimization, pricing, promotions, forecasting, and replenishment. We implement our solutions rapidly – and with no hardware to buy, software to install, or large up-front investments to make, our clients move quickly and confidently on their initiatives.

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