

PlanCaster®

Managing your entire sales forecasting and planning process

A company-wide sales forecasting and planning system

In all markets the need for accurate and continuous planning is growing. PlanCaster is a powerful tool, supporting the entire sales forecasting and planning process in an extremely flexible way. PlanCaster can be used by account managers to prepare detailed account plans, including the planning of promotions. These account plans can be consolidated for production planning purposes. The system also allows for a more direct and centralized use by the sales planning department to generate sales forecasts for production planning and logistic purposes. PlanCaster combines an extremely user-friendly and intuitive interface with a powerful forecasting engine.

Statistical forecasting and sales planning methods

The system can be tuned to various forecasting needs and business (market) situations. PlanCaster Statistical Forecasting can be used for logistical purposes (production planning, material planning, purchase planning), or in market situations characterized by high volume consumer demand (dairy products, tobacco, pharmaceuticals etc). PlanCaster Sales Planning contains a bundle of methods that are commonly referred to as 'planning to target and spreading'. These methods are virtually indispensable in promotionally driven markets. The techniques used in PlanCaster are widely accepted and easy to understand for non-statisticians. PlanCaster also allows the user to combine statistical and sales planning techniques, depending on the type of products and markets.

Event Planning

Both groups of techniques generate a System Forecast. Event Planner can be used to input 'management overrides', actions, promotions and annotations into the system. Promotion carry-over effects can also be taken into account.

Budgeting

PlanCaster has powerful facilities for budgeting. Volume forecasts and plans are instantly recalculated into financial figures for budgeting and meeting product and account profitability targets.

FORECASTING SYSTEM COMPONENTS

Salesplanner

Account Manager

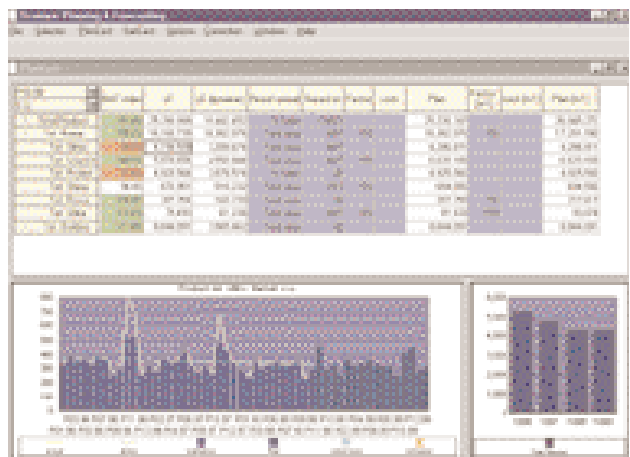
Statistical Forecasting Methods

Sales Planning Methods

System Forecast

+

Event Planner



PlanCaster Sales Planning Module



MARKETING DATAWAREHOUSING EN OLAP SPECIALISTS

Oracle Certified Solution Partner

Multidimensional OLAP Technology

PlanCaster is based on Oracle Express multidimensional OLAP database technology. This proven technology guarantees a flexible and robust data management and unbeaten numerical calculation power. These properties are indispensable in a professional forecasting and planning system. PlanCaster has many valuable features and benefits:

- A hierarchical product and account structure that supports both top-down and bottom-up forecasting,
- The time dimension can be customized to any periodicity,
- Generating forecasts for thousands of product and account items for every week, month or period,
- Consolidation and disaggregation,
- Interfacing to ERP or other planning system.

Sales Planning Methods

The Sales Planning module supports a bundle of commonly used sales planning and budgeting methods. These methods are formalized in easy to use, predefined models and routines like:

- Target-driven year planning based on previous year sales, budget, latest estimates etc., combined with percent to change options,
- Period allocation (spreading) from year targets using seasonality or any other periodicity,
- Target allocation (down spreading) based on product/account mix (Top Down planning),
- Aggregation methods along product and account hierarchy (Bottom Up planning),
- Lock outs and manual overrides for any item or period.

Statistical Forecasting Methods

PlanCaster uses powerful statistical forecasting methods but is easy to use, also for non-statisticians:

- Twelve different statistical forecasting methods,
- Single/double exponential smoothing,
- Holt-Winters,
- Linear and non-linear trends,
- Various seasonal adjustment methods,
- Automatic data-correction methods for irregularities,
- Supports effect of calendar variables like sales days and holidays,
- All forecasting methods and parameters are stored and are used for batch automatic forecasting.

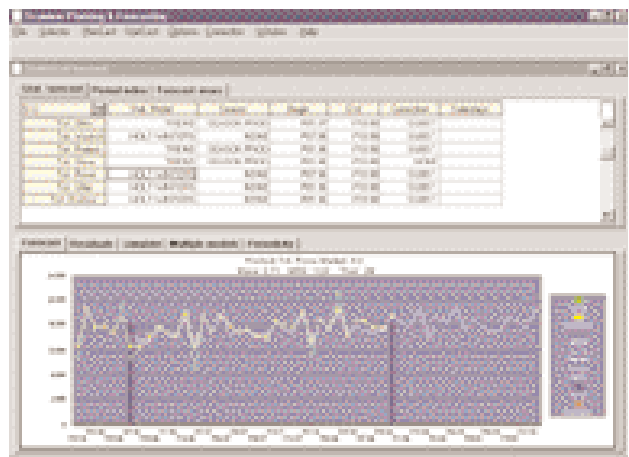
Event Planner

The system forecast generated by both Sales Planning methods or Statistical Forecast methods can be adjusted for:

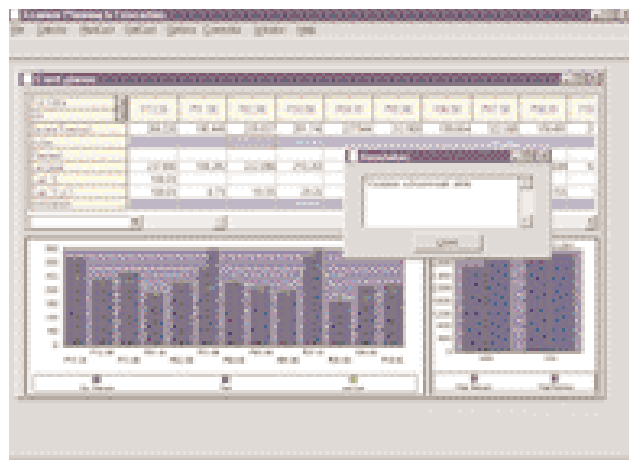
- Management overrides,
- Input promotion-action volumes and carry-over effects,
- Input annotations for any product-account-time combination.



The Scanmar Marketing Decision Support products MarketingTracker and PlanCaster are based on the Oracle Express multidimensional OLAP database technology. Scanmar products are used by a rapidly growing number of organizations such as British American Tobacco STC, Cyanamid International, DAF Trucks, The Dutch Product Board for Horticulture, Friesland Coberco Dairy Products, Heineken Breweries, Hema Department Stores, The Dutch Retail Trade Board, International Post Corporation, Riedel Beverages, Royal De Ruijter, Royal Theodorus Niemeyer, Mars, Dutch Bureau for Tourism, Dutch Railways, Rothmans, Schiphol Airport, Unilever and Vrumona Beverages.



Statistical Forecast module



Event Planner module

General Product Features

- Multiple planning versions,
- Multiple forecaster facilities,
- User authorization,
- Runs on top of any Oracle/Express multidimensional database (including OSA and OFA),
- Stand-alone, LAN and Server based.



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