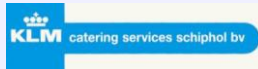


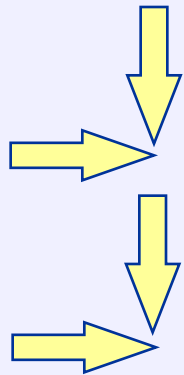
PlanCaster

Sales Forecasting & Sales Budgeting Software for the FMCG industry



Users Scanmar Software



Scope of the forecasting software



Type of Forecast	Timeframe	Purpose
Product x Account volume forecast & financial forecast	3-18 month	Account Planning Budgeting
Product volume forecast	3-18 month rolling	Production Planning Purchase Planning
Product Item volume forecast	1-3 month rolling	Material Planning Scheduling Inventory Planning

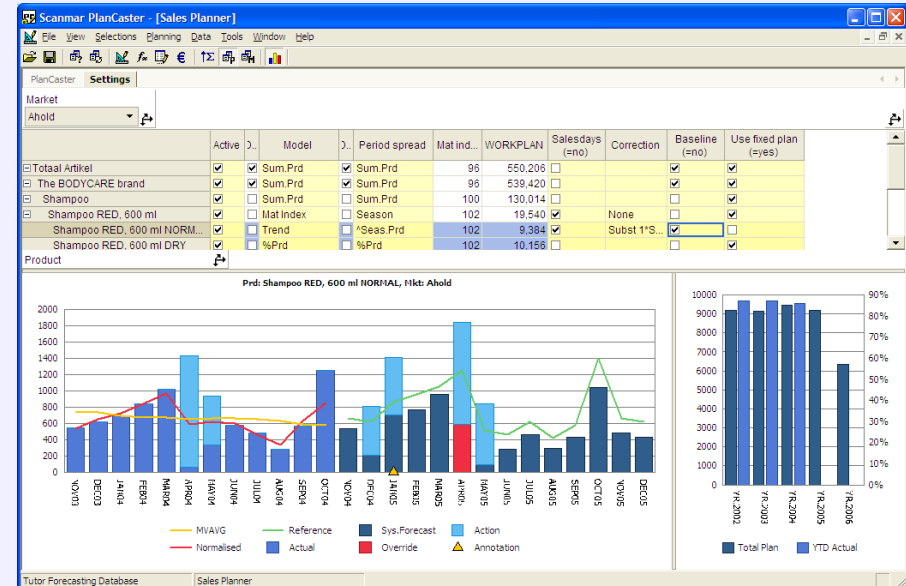
-  Forecast derived from higher level
-  Direct Forecast at a particular level

PlanCaster Planning Process



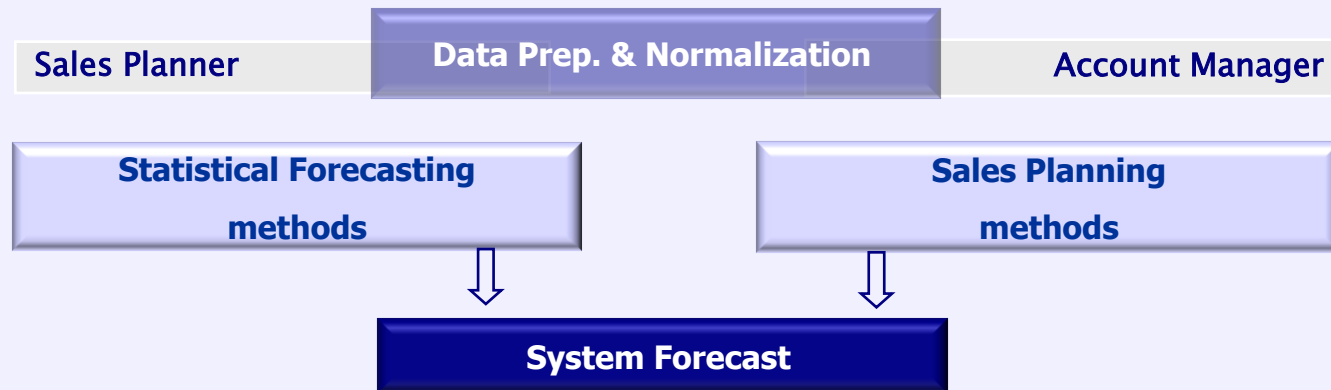
Data Preparation & Normalization

Historical data are influenced by various effects which can have a negative influence on the forecast accuracy. The system can take these effects into account to produce normalized historical data.



- Outliers identification and normalization
- Calendar variable effects and normalization (# salesdays, public holidays, fairs, admin. routines)
- Identifiable events (temperature, gain/loss accounts, price shifts, out of stock)
- Baseline calculation (based on algorithms as used by Nielsen/IRI) to remove promotional effects
- Product succession and inheritance of history

PlanCaster forecasting methods



Statistical Forecasting

- used in 'classic mass' market situations characterized by high volume consumer demand (dairy products, tobacco, chemicals, beverages, pharmaceuticals etc)
- Several drawbacks in promotion driven markets

Sales Planning

- methods that are more effective and widely used in "promotion driven" markets
- methods use smart calculation models commonly referred as "planning to target and spreading/allocating methods"
- Are formalized in easy to use predefined models and routines

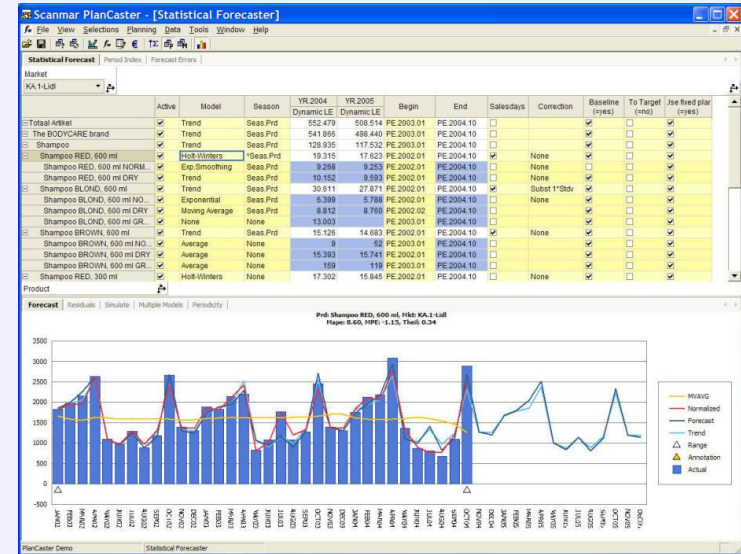
The techniques used in PlanCaster are easy to understand for non-statisticians.

PlanCaster also allows the user to combine statistical and sales planning techniques, depending on the type of products and markets.

PlanCaster Statistical Forecasting

Statistical forecasting methods used by PlanCaster are easy to use for non-statisticians.

- Single/double exponential smoothing;
- Holt-Winters;
- Linear and non-linear trends;
- Various seasonal adjustment methods;
- Adjustable length of forecast history;
- Automatic data-correction methods;
- Supports effects of calendar variables;
- Supports regression with exogenous (dummy) variables.
- Automatic best fit (optional)



Statistical Forecaster

Scanmar PlanCaster - [Statistical Forecaster]

File View Selections Planning

Statistical Forecast Period Index Forecast

Market
KA.1-Lidl

(initial) setting up your statistical forecast

	Active	Model	Season	YR.2004	YR.2005	Begin	End	Salesdays	Correction	Baseline (=yes)	To Target (=no)	Jse fixed plan (=yes)
				Dynamic LE	Dynamic LE							
[-] Totaal Artikel	<input checked="" type="checkbox"/>	Trend	Seas.Prd	552.479	508.514	PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] The BODYCARE brand	<input checked="" type="checkbox"/>	Trend	Seas.Prd	541.866	498.440	PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Shampoo	<input checked="" type="checkbox"/>	Trend	Seas.Prd	128.935	117.532	PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Shampoo RED, 600 ml	<input checked="" type="checkbox"/>	Holt-Winters	^Seas.Prd	19.315	17.623	PE 2002.01	PE 2004.10	<input checked="" type="checkbox"/>	None	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo RED, 600 ml NORM...	<input checked="" type="checkbox"/>	Exp.Smoothing	Seas.Prd	9.268	9.253	PE 2002.01	PE 2004.10	<input type="checkbox"/>	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo RED, 600 ml DRY	<input checked="" type="checkbox"/>	Trend	Seas.Prd	10.152	9.593	PE 2002.01	PE 2004.10	<input type="checkbox"/>	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Shampoo BLOND, 600 ml	<input checked="" type="checkbox"/>	Trend	Seas.Prd	30.611	27.871	PE 2002.01	PE 2004.10	<input checked="" type="checkbox"/>	Subst 1*Stdv	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BLOND, 600 ml NO...	<input checked="" type="checkbox"/>	Exponential	Seas.Prd	6.399	5.788	PE 2002.01	PE 2004.10	<input type="checkbox"/>	None	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BLOND, 600 ml DRY	<input checked="" type="checkbox"/>	Moving Average	Seas.Prd	8.812	8.760	PE 2002.02	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BLOND, 600 ml GR...	<input checked="" type="checkbox"/>	None	None	13.003		PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Shampoo BROWN, 600 ml	<input checked="" type="checkbox"/>	Trend	Seas.Prd	15.126	14.683	PE 2002.01	PE 2004.10	<input checked="" type="checkbox"/>	None	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BROWN, 600 ml NO...	<input checked="" type="checkbox"/>	Average	None	9	52	PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BROWN, 600 ml DRY	<input checked="" type="checkbox"/>	Average	None	15.393	15.741	PE 2002.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shampoo BROWN, 600 ml GR...	<input checked="" type="checkbox"/>	Average	None	159	119	PE 2003.01	PE 2004.10	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Shampoo RED, 300 ml	<input checked="" type="checkbox"/>	Holt-Winters	None	17.302	15.845	PE 2002.01	PE 2004.10	<input type="checkbox"/>	None	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Product

Forecast Residuals Simulate Multiple Models Periodicity

Prd: Shampoo RED, 600 ml, Mkt: KA.1-Lidl
Mape: 8.60, MPE: -1.15, Theil: 0.34

Legend:

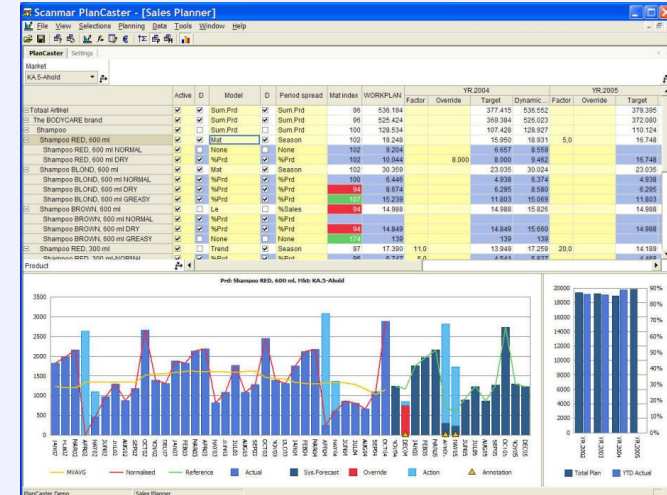
- MVAVG
- Normalized
- Forecast
- Trend
- Range
- Annotation
- Actual

PlanCaster Demo | Statistical Forecaster

PlanCaster Sales Planning methods

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

- Target driven year planning based on MAT, 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;
- Top down forecasting and planning based on Product/Account mix;
- Bottom Up forecasting and planning along Product/Account hierarchy;
- Lock outs and manual overrides;
- Supports effects of calendar variables like sales-days and holidays.



Sales Planner

(initial) setting up your sales planning models

Scanmar PlanCaster - [Market: KA.5-Ahold]

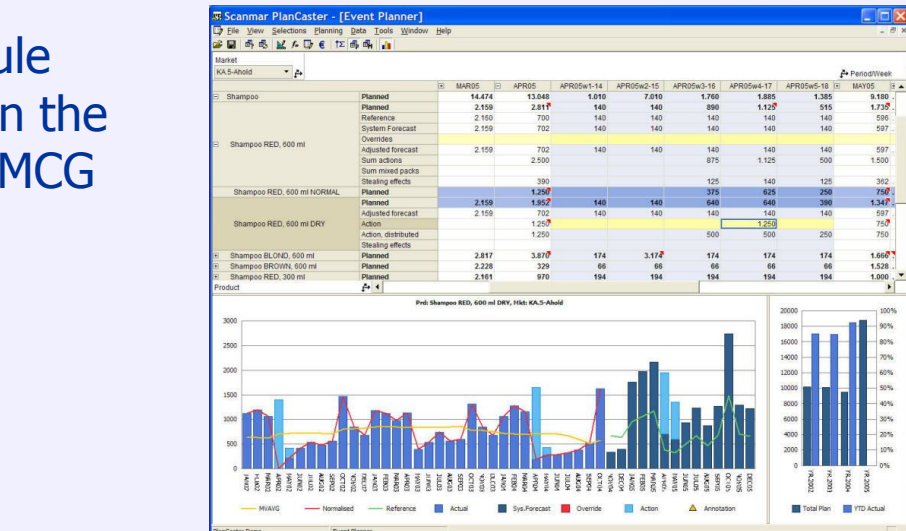
	Active	D	Model	D	Period spread	Mat index	WORKPLAN	YR.2004			YR.2005		
								Factor	Override	Target	Dynamic ...	Factor	Override
[-] Totaal Artikel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sum.Prđ	<input checked="" type="checkbox"/>	Sum.Prđ	96	536.194			377.415	536.552		379.395
[-] The BODYCARE brand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sum.Prđ	<input checked="" type="checkbox"/>	Sum.Prđ	96	525.424			369.384	526.023		372.080
[-] Shampoo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sum.Prđ	<input type="checkbox"/>	Sum.Prđ	100	128.534			107.428	128.927		110.124
[-] Shampoo RED, 600 ml	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mat	<input checked="" type="checkbox"/>	Season	102	19.248			15.950	18.931	5,0	16.748
Shampoo RED, 600 ml NORMAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	None	<input type="checkbox"/>	None	102	9.204			6.657	8.559		
Shampoo RED, 600 ml DRY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	102	10.044		8.000	8.000	9.462		16.748
[-] Shampoo BLOND, 600 ml	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mat	<input checked="" type="checkbox"/>	Season	102	30.359			23.035	30.024		23.035
Shampoo BLOND, 600 ml NORMAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	100	6.446			4.938	6.374		4.938
Shampoo BLOND, 600 ml DRY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	94	8.674			6.295	8.580		6.295
Shampoo BLOND, 600 ml GREASY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	107	15.239			11.803	15.069		11.803
[-] Shampoo BROWN, 600 ml	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Le	<input type="checkbox"/>	%Sales	94	14.988			14.988	15.826		14.988
Shampoo BROWN, 600 ml NORMAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ								
Shampoo BROWN, 600 ml DRY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	94	14.849			14.849	15.660		14.988
Shampoo BROWN, 600 ml GREASY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	None	<input type="checkbox"/>	None	174	139			139	139		
[-] Shampoo RED, 300 ml	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Trend	<input checked="" type="checkbox"/>	Season	97	17.390	11,0		13.949	17.259	20,0	14.189
Shampoo RED, 300 ml NORMAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	%Prđ	<input checked="" type="checkbox"/>	%Prđ	96	8.747	5,0		4.541	6.827		4.468

Prđ: Shampoo RED, 600 ml, Mkt: KA.5-Ahold

Legend: MVAVG (yellow line), Normalised (red line), Reference (green line), Actual (blue bars), Sys-Forecast (dark blue bars), Override (red bars), Action (light blue bars), Annotation (yellow triangle). Secondary chart: Total Plan (dark blue bars), YTD Actual (light blue bars).

PlanCaster Event Planner

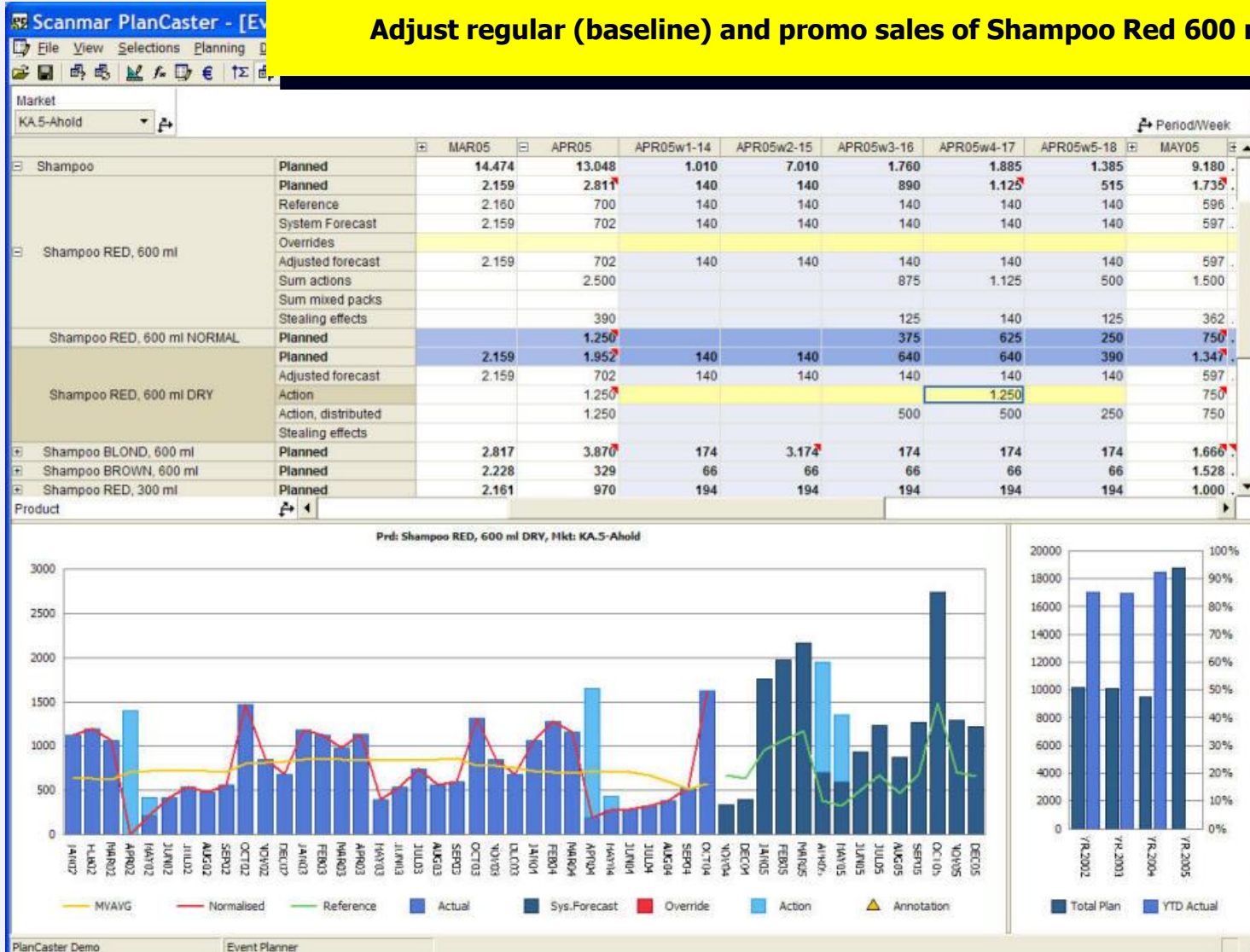
The Event and Promotion Planning module deals with a number of essential topics in the field of promotion planning in the CPC/FMCG industry like;



- Baseline calculation (based on algorithms as used by Nielsen/IRI)
- Stealing, Forward buying effects;
- Individual product promotions;
- Multi-products promotions e.g. (1 promotion existing of multiple products);
- Planning of Displays, Multi packs and/or Shrinks;
- Promotions can be copied and moved over a weekly calendar.
- Events can be annotated.

Event Planner

Adjust regular (baseline) and promo sales of Shampoo Red 600 ml DRY



Event Planner

Planning a promotion for Shampoo Red 600 ml in week 20 and setting a promotion and or delivery profile

Promotions and profiles

Actions Profiles

Market: Lidl Product: [A]Shampoo RED, 600 ml NORMAL

Week	Volume	Promotion profile	Delivery profile
JAN02w3-03	100	Shampo bij Lidle	4*weken
FEB02w1-06	200	(D) Shampo bij Lidle	(D) 20-30-40*-10
MAR02w2-11	2,000	NONE	20-30-40*-10
APR02w5-18	2,000	Shampo bij Lidle	4*weken
MAY02w2-20	2,000	(D) Shampo bij Lidle	20-30-40*-10
JUL02w3-29	500	10-20*-10	(D) 20-30-40*-10
Add new action...			

Ok Cancel Apply

Promotions and profiles

Actions Profiles

Market: Lidl Product: [A]Shampoo RED, 600 ml NORMAL

Default Promotion profile: Shampo bij Lidle

Default Delivery profile: 20-30-40*-10

Week	Percentage
w-1	5%
w0	30%
w1	5%
w2	0%
w3	0%

Week	Percentage
w-2	20%
w-1	30%
w0	40%
w1	10%
w2	0%
w3	0%
w4	0%

Ok Cancel Apply

Forecasting/Demand Planning in the Netherlands

Marktleiders qua aantal implementaties van vraagvoorspellingsystemen zijn volgens Cgey Business Forecast Systems, Infolog, Scanmar, Quadriceps, A3 en Finmatica, tezamen met de APS-leverancier Manugistics en de ERP-leverancier SAP.

ket-updates. In het middensegment ligt de situatie anders. Daar ondersteunen de ERP-systemen meestal geen geautomatiseerde vraagvoorspelling. Hier blijft dus een niche-markt voor specialistische aanbieders bestaan.

Gratis rapport

Dit is het achtste artikel in een reeks gebaseerd op onderzoek van Cap Gemini Ernst & Young, in samenwerking met ITlogistiek. Het onderzoek 'Forecasting/Demand Planning 2003' kan gratis worden opgevraagd. Bel daarvoor (030) 689 88 53 of bestel het via

Volgens Lenders ontbreken er momenteel in vraagvoorspellingsystemen een aantal zaken die veel nuttiger zijn dan Cpfr. Ten eerste kunnen de pakketten nog niet gekoppeld worden met softwaresystemen voor budgetplanning. Dat is vreemd, want de financiële afdeling heeft

Budgeting & "What If" Scenario

(any financial model)

With the PlanCaster budgeting module the sales volume forecast is recalculated into a sales revenue forecast. It reflects immediately the profitability from the lowest SKU level up to the aggregated levels in the product- and account hierarchy.

The screenshot shows two data tables from the Scanmar PlanCaster - Budgeter application. The top table displays financial metrics such as Volume planned, Volume actual, Gross sales, Margin, and Volume planned for various product categories like 'Total Adtel', 'The BODYCARE b.', 'Shampoo', and 'Shampoo RED.' across months NOV04, DEC04, and JAN05. The bottom table shows pricing details including Standard price, Total discount, Perc. promotions, and Costprice for the same categories and months.

Volume Plan

Forecasted

Prices

Cash Discount Rates
Trade Expenditures
Product Deals
Quantity Rebate
Trade Promo
etc

Inputted/What if

Gross Sales Value

Cash Discount
Trade Expenditures
Product Deals
Quantity Rebate
Trade Promo
etc

Result

Net Sales Value

MarketingTracker and PlanCaster

- Reporting & Analysing
 - Actuals & Forecast results
 - Forecast accuracy analyses
 - Sales budgets
 - Variance analyses
 - Incorporate data from various external sources (GfK, Nielsen, IRI etc.)

- Adhoc and standard reporting
- Briefing Books/Dashboards