eClerxDigital

FLEXFORECASTING SOLUTION

ACHIEVE A CONSISTENTLY ACCURATE FORECAST

Forecasting is an integral part of successful planning in any organization. However, an overwhelming number of marketers continue to make critical decisions using rudimentary methodologies. This often results in ineffective planning, supply chain disruptions, excess inventory, and poor customer experience all leading to a loss of profit.

eClerx Digital's FlexForecasting Solution is proficient at maximizing the value of all your available data. We deliver accurate forecasting using multiple data sources such as major events, competitive reference data and provide benchmarks for KPIs. Our comprehensive forecasting methodologies often result in multiple ROI savings.

- More robust forecasting using data acquired across multiple sources; not just historical transaction data
- Uniform answers for all decision makers across divisions; removing friction and bias
- Appropriate benchmark metrics for periodic reviews for improved accuracy
- Understand why metrics fall short with insight-driven analytics

WHY ECLERX DIGITAL

Our FlexForecasting solution provides superior results by employing multiple methodologies and incorporating significant factors like competitive reference data and detailed marketing spend.

| Investigative Approach	Consistent Updates and Insights	Accurate Modeling	Flexible Delivery Model
Custom-built solutions designed for your specific needs	Ongoing, in-depth KPI reviews to continually improve your forecast	Faster turn-around time with superior accuracy using multiple advanced techniques	Multiple reporting options featuring an easy-to-use interface

Routinely realize at least 2X - 3X improvement in accuracy, compared to basic methodologies

FlexForecasting is a holistic solution featuring extensive data ingestion, sophisticated modeling, and user-friendly delivery.

DATA INGESTION   **MODEL DEVELOPMENT**   **DELIVERY**
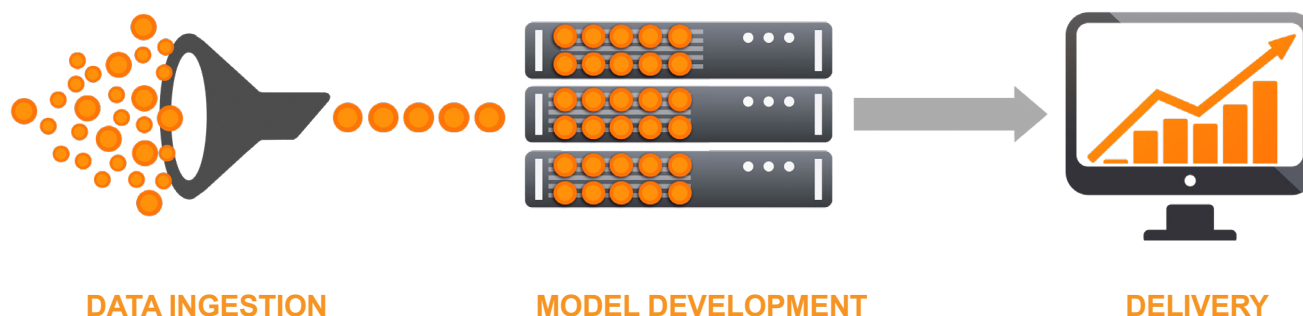
- Historical transaction data
- Seasonal calendar and major events
- Promotion history and details
- MarCom spend and activity by channel
- Product information and prices
- Digital indicators, search index and virality rate
- Competitive reference data

- Consultative exploratory analysis
- Intelligent variable selection
- Creation of innovative model parameters
- Automated iteration and selection of best models
- Testing and cross-validation

- User-friendly front-end interface
- On-time delivery of periodic reports
- User-controlled report parameters
- Seamless integration into client systems
- Performance analysis and insights

CONTACT

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