

Forecast**PRO**[®]

Easy, Accurate, Affordable Forecasting Software For Business Professionals

Forecast Pro is easy to learn and easy to use. In fact, using Forecast Pro's Expert Selection mode, you can **create accurate forecasts in minutes**—even if you don't have a background in forecasting or statistics. Forecast Pro combines a broad range of proven forecasting models with an impressive set of tools for data visualization, analysis and reporting to address the challenges facing business forecasters today.

With Forecast Pro, you can do it all—generate accurate forecasts quickly, make adjustments based on your business knowledge, collaborate with colleagues, create dazzling presentations, interface directly with other systems and monitor your forecasting performance. **Forecast Pro will save you time and money** while improving your planning and decision making.

Trusted by Thousands Around the Globe

Used by more than 35,000 forecasters worldwide representing a wide variety of industries and organizations both big and small, Forecast Pro is the **market leader in forecasting software**. Chances are that someone in an environment similar to yours is already using Forecast Pro.

Worlds Better Than Excel for Forecasting

It is very likely that you have Excel on your computer—it's a great product, but it's not designed for forecasting. Spreadsheet forecasting almost always relies on simple, ad-hoc formulas built into large, unwieldy, complex spreadsheets. This creates a forecasting process that is prone to unintentional human error and is difficult—if not impossible—to maintain as the business and its forecasting staff changes. By moving up to Forecast Pro—a product specially developed for business forecasting—you get an affordable, off-the-shelf solution which can **dramatically improve your forecasting and formalize your forecasting process**.



"Forecast Pro is one of the quickest and most accurate forecasting tools that I have ever come across."

—OSMAN MUSTAFA, FRITO-LAY, INC.

Proven Accurate

Forecast Pro's Expert Selection forecasting **outperformed all other software packages** and 16 out of 17 academic teams in the largest and most comprehensive empirical forecasting study ever performed. Sponsored by the prestigious *International Journal of Forecasting*, the M-3 Forecasting Competition compared the accuracy of 24 different approaches used to prepare 3,003 forecasts based on historic demand. Complete details are available at www.forecastpro.com.

Fully Supported

Forecast Pro is backed by a company with more than 20 years of experience focused exclusively on business forecasting. Business Forecast Systems, Inc. (BFS) released the first version of Forecast Pro in 1987. Today, it's in use at thousands of organizations worldwide and is available in English, Chinese, French, German, Japanese, Portuguese and Spanish editions.

In addition to providing world-class technical support for Forecast Pro, BFS provides **a full range of services** focused on helping you to improve your forecasting including:


- Forecast Pro product training workshops (public, on-site and remote Web-based classes);
- forecasting education—including business forecasting seminars, Webinars and user conferences; and
- regular, informative news and articles via *Trends*, our electronic newsletter.

Forecast Pro

- ▶ creates accurate forecasts
- ▶ is easy to use
- ▶ is affordable

Forecast Pro will

- ▶ save you time
- ▶ increase your bottom line
- ▶ simplify your forecasting process
- ▶ improve your decision making



“Forecast Pro is so easy to use that we were able to create forecasts on the first day that it was installed. Within the first year, Forecast Pro helped us to reduce our forecast error to single digits.”

—WENDELL HULL, FIDELITY INVESTMENTS

Which Edition of Forecast Pro is Right for You?

To satisfy different needs, three editions of Forecast Pro are available—Forecast Pro Unlimited, Forecast Pro TRAC and Forecast Pro XE. Which edition is right for you depends on a number of factors including how many items you need to forecast, which forecasting techniques you need to use, how you manage forecast adjustments, your need to convert forecasts into multiple units of measure, your need to archive forecasts and track accuracy, and how you work with others to establish the final forecast.

Forecast Pro Unlimited and **Forecast Pro TRAC** are **comprehensive forecasting systems** designed for larger-scale forecasting jobs, collaborative forecasting, working with complex hierarchies, maintaining multiple forecast overrides, documenting your forecasting sessions and integrating with other systems. Most users of these solutions are preparing and updating forecasts on an on-going basis (e.g., every week, every month) for operational planning purposes.

Forecast Pro Unlimited and Forecast Pro TRAC provide the foundation for creating a sustainable, well-documented forecasting process and are the only editions to consider if you:

- forecast more than 100 items on a routine basis; *and/or*
- collaborate with others to create the final forecast; *and/or*
- make judgmental forecast adjustments that need to be documented.

Forecast Pro TRAC, our most comprehensive forecasting system, builds on the Forecast Pro Unlimited foundation with additional capability for data visualization, data analysis and reporting. Forecast Pro TRAC is the right choice if you need to:

- convert your forecasts into multiple units of measure; *and/or*
- rearrange hierarchies on-the-fly; *and/or*
- use exception reports to flag items automatically; *and/or*
- archive previous forecasts and track accuracy; *and/or*
- break large forecasting projects into smaller pieces to be reassembled into a consolidated forecast.

Forecast Pro XE is a **convenient analysis tool** designed for use by individuals who are forecasting fewer than 100 items and whose primary goal is to generate accurate statistically-based forecasts (as opposed to manipulating the forecasts after they are generated). The only edition that includes dynamic regression modeling, Forecast Pro XE also provides more detailed custom modeling options and diagnostic displays than other editions of Forecast Pro.

“Forecast Pro TRAC has freed me from number crunching and given me more time to analyze my business.”

—MICHAEL PAN, WAKEFIELD CANADA INC.

JOIN THE THOUSANDS WHO USE FORECAST PRO, INCLUDING:

Abbott Laboratories
Alaska Dept. of Labor
Allstate Insurance Company
Amgen, Inc.
Andersen Windows
Anheuser-Busch
AstraZeneca Pharmaceuticals
AT&T
Au Bon Pain
Bacardi USA, Inc.
Benjamin Moore & Co.
Biogen
Brooks Sports
Cadbury Mexico
Campbell Soup Company
Canon USA, Inc.
Cardinal Health
Cisco Systems

City of Virginia Beach
Coca-Cola Enterprises Inc.
College of William & Mary
ConAgra Foods
Cooper Power Systems
Discover Financial Services
Dormer Tools
Earthbound Farm
Eastman Chemical Company
Eaton Corporation
Expedia Inc.
FedEx Ground Package System
Fidelity Investments
First Financial Credit Union
Follett Corporation
Frito-Lay, Inc.
Frontier Natural Products Co-op
Friesland Foods
GlaxoSmithKline
Heineken
Honeywell
J. R. Simplot Company
Johnson & Johnson Inc.
Kellogg's

Kohler Company
Marcal Manufacturing LLC
Mattel/Fisher-Price, Inc.
Merck & Co.
MICO, Inc.
Newmans Own, Inc.
Oberto Sausage Company
Pacific Gas and Electric Co.
Pergo Inc.
Pfizer, Inc.
Phillips Healthcare
Ping Golf
Red Wing Shoe Company
Robert Rothschild Farm
Royal Bank of Canada
Standard Beverage Corp.
SYSCO Food Services
The Hershey Company
Toronto Hydro
Truck-Lite Co., Inc.
United States Air Force
UPS
Verizon
Wakefield Canada
Walmart
Wyeth
Zinsser Co., Inc.



Forecast Pro Unlimited

Forecast Pro Unlimited is designed for larger-scale forecasting jobs, collaborative forecasting, working with complex hierarchies, maintaining multiple forecast overrides, documenting your forecasting sessions and integrating with other systems. It is a **comprehensive forecasting system** which is extremely powerful and flexible yet surprisingly affordable.

With Forecast Pro Unlimited, forecasting thousands of SKU's is as easy as selecting a data file and clicking the forecast icon. With a few additional clicks of the mouse, you can graph the results, view forecast reports, make judgmental overrides and save the results.

Create Accurate Forecasts Automatically

Forecast Pro Unlimited's Expert Selection mode analyzes each item and selects the appropriate forecasting method automatically. If you prefer to specify the forecasting approach, you have a complete range of forecasting methods and diagnostic tools at your finger tips.

For details about the proven statistical forecasting methodologies available in Forecast Pro Unlimited, see *"The Right Tool for the Job: Forecast Pro's Methodologies."*

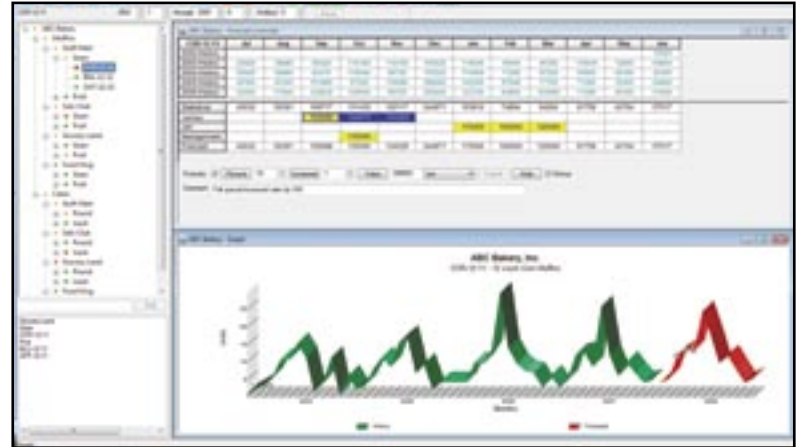
Add Your Judgment and Collaborate With Others

Incorporating business knowledge is often essential to establish the final forecast. Forecast Pro Unlimited's override facility allows you to **adjust** the statistical forecasts in a spreadsheet-like display which shows both the historical data and forecasted values. You can **adjust** single points, ranges or totals, using percentages, increments or by simply entering new values. If you've defined a multiple-level hierarchy, adjusting a value at any given level will automatically adjust all appropriate levels.

Working with colleagues can also improve the forecasting process. Using up to ten customizable override rows and handy comment fields, you can easily **collaborate** with your colleagues and document your changes to foster a truly collaborative forecasting process.

Make Convincing Presentations

With Forecast Pro Unlimited, you can create dazzling, presentation-quality reports in seconds. Four professionally-designed standardized report formats are included as well as a custom reporting option for maximum flexibility. You can graph your results on a time series or year-over-year basis, choose from several eye-catching formats including 3-D lines and 3-D columns and save your reports directly to Excel.



Integrate Smoothly With Other Systems

Integrating Forecast Pro Unlimited with your existing software systems is very straightforward. You can import data in a variety of flexible, easy-to-create formats including Excel, text files and ODBC. You can also customize the content and format of the output. Whether you need a flat file to feed your ERP system, a spreadsheet for a colleague or a presentation-quality report to pass around the board room, Forecast Pro Unlimited's flexibility makes it simple to get the information you need.

Formalize Your Forecasting Process

Most forecasts need to be updated on a regular basis (often weekly or monthly). Forecast Pro Unlimited allows you to save and restore your forecasting sessions including the forecasting models used, the forecast overrides and their associated comments, and all of your reporting options. Returning to your forecasting session at a later date to continue your work, updating your forecasts when new data become available, and sharing your work with colleagues—it's all a breeze with Forecast Pro Unlimited.

Forecast Pro Unlimited lays a solid foundation for a well-defined forecasting process by providing:

- a consistent, objective approach to analyzing historical data;
- documented visibility into forecast adjustments; and
- a sustainable forecasting system that can be easily transferred to new team members.

"Forecast Pro Unlimited allows us to easily apply judgmental overrides, which is critical for us. We can now systematically track changes, giving us a better understanding of our forecast performance"

—TOM ROSS, BROOKS SPORTS

Forecast Pro TRAC

Forecast Pro TRAC is a **comprehensive forecasting system** built on the Forecast Pro Unlimited foundation and enhanced with an impressive set of tools for data visualization, data analysis and reporting. In addition to containing all the powerful features found in Forecast Pro Unlimited (see product description), Forecast Pro TRAC provides the advanced capabilities you need to implement a world-class forecasting process.

Our most comprehensive product, Forecast Pro TRAC is the perfect solution for demand forecasting, team forecasting, creating forecasts and reports in support of your organization's S&OP process—and more!

Convert Your Forecasts to Any Unit of Measure

Forecast Pro TRAC allows you view your data and forecasts in any units of measure you wish. A simple drop-down menu lets you instantly convert between those units of measure that are important to your business—for example dollars, units, cases, or pounds.

Rearrange Your Hierarchies

With Forecast Pro TRAC's powerful "shuffling" capability, you can rearrange your hierarchy on-the-fly. Need to generate a report showing product-level forecasts broken out by customer and then create another report showing customer-level forecasts broken out by product? No problem!

Focus on the Items That Need Attention

With Forecast Pro TRAC's comprehensive exception reporting, you can automatically flag exceptions, saving you from manually reviewing every forecast. You can easily customize the reports to reflect different performance metrics—such as forecast vs. history or whether a current forecast falls outside a pre-defined range—and analyze the forecasts you are currently working on as well as archived forecasts.



Monitor Your Forecasting Performance

Forecast Pro TRAC maintains an archive of your previous forecasts (including the statistical forecasts as well as the adjusted forecasts) so you can compare forecasts vs. actuals. With just a quick glance at Forecast Pro TRAC's waterfall reports you can zero in on what's working and what isn't.

Consolidate Your Team's Forecast

Forecast Pro TRAC allows you to break large forecasting projects into smaller pieces that can be worked on separately and then reassembled into consolidated forecasts. For example, if three demand planners are responsible for three different geographical areas they can work independently and once they've completed their work, the forecast can be consolidated for further review and manipulation.

The Right Solution for Every Member on Your Team

We've designed two different types of Forecast Pro Unlimited and Forecast Pro TRAC licenses to meet the specific needs of each member of your forecasting team.

Forecaster License

The person(s) with hands-on responsibility for generating statistical or "baseline" forecasts needs a Forecaster License which provides full functionality for generating the statistical forecasts, making adjustments and overrides, and forecast reporting.

Collaborator License

The person(s) responsible for reviewing the statistical forecasts and adjusting or making overrides to the forecasts needs a Collaborator License. Statistical forecasts cannot be generated using a Collaborator License.

Forecast Pro XE

Forecast Pro XE is a **convenient analysis tool** for creating statistically-based forecasts that is powerful yet remarkably easy to use. Using Forecast Pro XE's Expert Selection mode, you can automatically create accurate forecasts for up to 100 items (such as products or SKUs) with just a couple clicks of the mouse. If you prefer to specify the forecasting approach, Forecast Pro XE provides a full range of custom modeling options and detailed diagnostic displays to support even the most sophisticated analysis. And you can do much more with Forecast Pro XE, including adding your business knowledge, creating dazzling presentations and working with your existing data.

For details about the proven statistical forecasting methodologies available in Forecast Pro XE, see *"The Right Tool for the Job: Forecast Pro's Methodologies."*

Add Your Business Knowledge

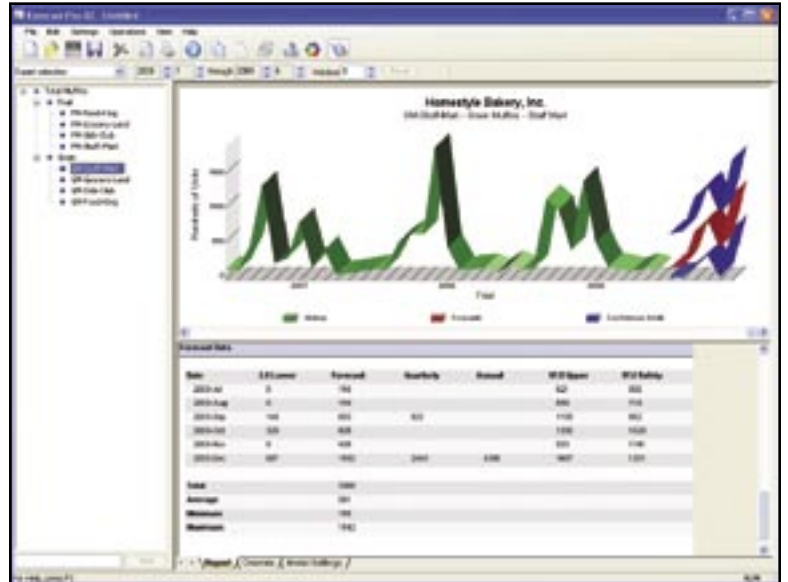
Forecast Pro XE lets you adjust your forecasts on a graph or in a spreadsheet-like display—in either view, you see both the historical data and forecasted values, allowing you to easily compare patterns within the data. You can adjust single points, ranges or totals, using percentages, increments or by simply entering new values. If you've defined a multiple-level hierarchy, adjusting a value at any given level will automatically adjust all appropriate levels.

Make Convincing Presentations

With Forecast Pro XE, you can create dazzling, presentation-quality reports in seconds. Four professionally-designed standardized report formats are included as well as a custom reporting option for maximum flexibility. You can graph your results on a time series or year-over-year basis, choose from several eye-catching formats including 3-D lines and 3-D columns and save your reports directly to Excel.

Build Custom Models

Forecast Pro XE's proven Expert Selection mode provides such a great way to generate accurate forecasts automatically that it is used exclusively by many users. Yet if you need to build custom models, you don't have to sacrifice ease-of-use—the software's menu-driven modeling options let you create and test alternative models with a simple click of the mouse! The product is also packed with extensive diagnostics to help you compare and evaluate models. You get a comprehensive set of numeric statistics as well as graphs of the residuals and the error autocorrelation function, and grid displays of the correlation matrix and covariance matrix.



Evaluate Alternative Forecasts

If you define a holdout sample, Forecast Pro XE will automatically generate out-of-sample MAPE, MAD and GMRAE statistics to measure forecast performance. This handy feature allows you to quickly evaluate different models and answer questions like "How accurate would my forecasts have been had I used Forecast Pro last year?"

Work With Your Existing Data

Forecast Pro XE imports data in a variety of flexible, easy-to-create formats including Excel, text files and ODBC. These flexible formats allow you to easily import and export data from virtually any source. There is also a built-in editor to enter your data directly, or to modify and amend files.

"I have been using Forecast Pro XE to forecast local government revenues for nearly 15 years. I am familiar with several other forecasting packages and, in my opinion, Forecast Pro is the most user-friendly software available. It offers the rare combination of providing a comprehensive solution while remaining highly accessible."

—PAUL HARRIS, CITY OF VIRGINIA BEACH

The Right Tool for the Job: Forecast Pro's Methodologies

With Forecast Pro, you can create accurate forecasts quickly and easily using **proven statistical forecasting methods**. Research has shown that no single method works best for all data, which is why Forecast Pro provides a complete range of forecasting approaches to address all types of business needs. Forecast Pro's models accommodate seasonal demand, product hierarchies, product promotions, slow moving items, causal variables, outliers and much more.

Expert Selection – Expert Selection takes the guesswork out of forecasting. The built-in expert system analyzes your data, selects the appropriate forecasting technique, builds the model and calculates the forecasts—it even explains its reasoning in ordinary English!

Exponential Smoothing – Forecast Pro includes twelve Holt-Winters exponential smoothing models to accommodate data with different forms of trends and seasonal patterns.

Box-Jenkins – For stable data sets, Forecast Pro supports a multiplicative seasonal Box-Jenkins model. The model can be built completely automatically or interactively with the assistance of a full range of screen-oriented diagnostics.

Dynamic Regression – Dynamic regression is used when there are important leading indicators or other causal variables. You can include independent variables, lagged or transformed variables and build generalized Cochrane-Orcutt models. Using Forecast Pro's self-interpreting diagnostics, you can build and compare alternative models with a few clicks of the mouse. *Available in Forecast Pro XE Only*

Event Models – This extension of exponential smoothing provides adjustments for special events like promotions, strikes, moveable holidays or other irregular occurrences.

Multiple-Level Models – Multiple-level models allow you to aggregate data into groups and reconcile them using top-down or bottom-up approaches to produce consistent forecasts at all levels of aggregation. Seasonal and event indexes can be extracted from the higher-level aggregates and applied to lower-level data.

Seasonal Simplification – This extension of exponential smoothing reduces the number of seasonal indexes used to model the data, often substantially improving forecast accuracy if you are forecasting data with more than 12 observations per year.

Low-Volume Models – Croston's intermittent demand model and discrete data models are provided to accommodate low volume and "sparse" data (i.e., data where the demand is often zero).

Curve Fitting – Curve fitting provides a quick and easy way to identify the general form of the curve which your data are following.

Simple Methods – For very short or extremely volatile data, Forecast Pro includes moving average models and several simple models including "same as last year," percentage growth and fixed values.

Forecast Pro

- ▶ provides a wide range of proven methodologies
- ▶ includes both time series and causal models
- ▶ automatically selects the best methodology for your data (Expert Selection)
- ▶ accommodates product promotions, complex hierarchies, business calendars and "what if" analysis

"Forecast Pro TRAC provides me with the same powerful Forecast Pro statistical models that I've come to rely on and adds the flexibility and functionality to allow me to support 100% of my process with one application. My reports, accuracy measurement, forecast overrides, and notes are all now in one comprehensive tool. What I need to be effective, nothing more, nothing less."

—ERIC KAPINOS, OBERTO SAUSAGE COMPANY



Everything You Need in a Forecasting Solution—At an Affordable Price!

If you need a comprehensive forecasting system, Forecast Pro Unlimited and Forecast Pro TRAC deliver the full spectrum of features you need to implement a world-class forecasting process. With just a glance, see how Forecast Pro has what it takes to meet your requirements—and at a price that won't break the bank!



Forecast Pro Capabilities	Unltd	TRAC
Flexible Model Selection		
"Expert Selection" mode for automatic model selection	✓	✓
Ability to specify models at any desired level	✓	✓
Broad Range of Forecasting Methods		
Exponential smoothing models, Box-Jenkins (ARIMA) models	✓	✓
Low volume models, intermittent demand models	✓	✓
Promotional and event models	✓	✓
Multiple-level models (up to 15 levels, 3 reconciliation options)	✓	✓
"Same as last year," same as last year plus percent or increment	✓	✓
Curve fitting: straight line, growth (s-curve), quadratic and exponential	✓	✓
Overrides for Adding Judgment to Forecasts		
Up to 10 retainable override rows	✓	✓
Numeric or graphical adjustment via increments, percents or new values	✓	✓
Overrides at any level, with automatic reconciliation of the hierarchy	✓	✓
Adjustments fully documented via comments and override audit reports	✓	✓
Extensive Options to View, Manipulate & Report Forecasts		
Numeric and graphic displays of history and forecasted values	✓	✓
Customizable reports	✓	✓
Safety stock and reorder point reports	✓	✓
Outlier detection and correction	✓	✓
Conversions for multiple units of measure		✓
"Shuffling" for rearranging the hierarchy view on-the-fly		✓
Forecast Accuracy Measurement & Tracking		
Out-of-sample simulation for assessing model performance	✓	✓
Archive for tracking actuals vs. forecasts (both statistical & adjusted)		✓
Waterfall reports for analyzing forecast accuracy		✓
Exception Reporting		
Forecast vs. actual, forecast vs. history		✓
Forecast vs. archive, waterfall, forecast range and fitted errors		✓
Team Forecasting		
Ability to review colleagues' forecast projects and make changes	✓	✓
Ability to consolidate multiple forecast projects into a master project		✓
Data Integration		
Input from ODBC, Excel (.xls and .xlsx) and text files	✓	✓
Output to ODBC, Excel (.xls and .xlsx), text files and XML	✓	✓

LEARN MORE AT
www.forecastpro.com

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