

## Host Analytics Revenue Planning

Accurate revenue forecasts are the cornerstone of any plan. In order for this to happen the process should involve all key decision makers. By accurately forecasting demand, companies improve on-time delivery and customer satisfaction, and increase profits.

### Host Analytics Revenue Planning

Is flexible enough to meet the demands of any industry

Scales to thousands of customers and products and is flexible enough to encapsulate the revenue/cost drivers of long term sales contracts

Involves all the required participants into the process and guarantees an accurate plan that drives sound decision making

### Establishing an accurate view of future sales is the cornerstone of financial planning

For most companies, the business plan is driven from the revenue forecast, from ordering supplies, planning operations, projecting inventories, determining headcount and approving capital expenditures. Yet many businesses still create the revenue forecast from an ad hoc, antiquated system supported by linked spreadsheets and where workflow is managed by email.

### Top-down, middle-out and bottom-up planning

These modeling tools minimize time wasted building multiple spreadsheets and maximize model flexibility. This flexibility allows managers to analyze the business in a dynamic way: by customer, by store, by location, by SKU channel or delivery method and adjust numbers based on changing business conditions.

### Flexible, feature-rich budget templates

Host Analytics Revenue Planning input templates are rendered in a browser, in an "Excel-like" smart grid. The interface is data driven, dynamic and configurable to your revenue planning dimensional requirements. E.g. product by customer, by channel, etc. These templates handle discrete formulas to manage complex pricing schemes and multi-stage sales contracts. Users can create scenario comparisons in order to drive the reforecasting process. The system supports complex revenue recognition modeling including perpetual licensing agreements, maintenance revenue calculations, subscription revenue calculations, accretions and amortizations.

### Customized workflow

This intuitive process helps users create their forecasts and budgets and allows managers to understand everyone's status in the plan creation and update process. This applies to any type of planning frequency; forecasting once per year, every quarter, or monthly. Workflow reports on where you are in the process, who participated and who has not yet provided their data, including sales, marketing, operations and finance.

### Sales and operations planning automation

Host Revenue Planning provides the functionality to automate the "Sales and Operations Planning" (S&OP) process. Utilizing input templates, key team members provide their expectations regarding unit sales and delivery. The group then meets to form a consensus estimate of the expected future sales and delivery. Through this streamlined process, Sales, Operations and Finance can anticipate future performance, manage customer expectations and allocate resources with reduced costs.



### features

- Top-down, middle-out, bottom-up forecasting
- Flexible, dynamic data-driven Excel-like budget templates
- Process workflow
- Sales, operations and finance planning

### benefits

- More frequent and accurate re-forecasts
- All opportunities are understood and acted upon
- Revenue plans are linked to detail cost and operating budgets
- Easily manage the dimensional complexity
- Alignment in the decision making process between different operational groups
- Quickly make top-down adjustments to the plan and compare to other version
- Flexible reporting functionality meets a wide diversity of requirements

## Multi-Tenant SaaS means no software to install or maintain

**Implementation timeframe** Deploy only one application to everyone. You can be up-and-running in record time.

**Upgrade frequency** Multiple transparent upgrades are released each year so everyone receives the upgraded application simultaneously and has access to the newest features.

**Configuration not customization** Host Analytics Revenue Planning is configured not customized, avoiding the old, rigid, risky, and expensive software development methods. This results in a low-cost, low-maintenance planning and budgeting solution which adapts as your business evolves.

**Integration** The integration between Host Analytics Revenue Planning, Host Analytics Scorecard, Host Analytics Consolidator and Host Analytics Budget allows you to create a strategic revenue plan and encapsulate it in a scorecard, link it to the plan and then produce consolidated financial statements all using the same database and same reporting tools.

Attributes	Spread Code	Spread Value	Compare Scenario	2010 Budget	Budget	Budget	Budget	Budget	Budget	Budget
Scenario: 2010 Budget										
Entity: 2100-3L5 - US West-Sales										
Template: Operating Expenses vs Spread										
Operating Expenses	54%		1,913,621	1,827,890	82,204	87,284	81,772	87,484	86,637	79,282
Marketing	101%		129,691	138,602	7,202	14,000	8,809	9,116	13,268	9,948
Travel & Entertainment	101%		34,695	46,751	12,052	5,200	3,369	3,534	3,884	3,994
number trips			48	4	4	4	4	4	4	4
Conversion Expenses	100%		14,960	15,000	-	5,000	-	-	5,000	-
Advertising & Promotions	110%		62,584	68,853	4,068	5,777	5,518	5,589	5,158	5,348
Samples	0%		17,424	-	-	-	-	-	-	-
Services & Training	165%		23,049	35,777	2,000	2,140	2,290	2,450	2,622	2,805
Dues & Subscriptions	0%		435	-	-	-	-	-	-	-
Postage & Shipping	0%		2,136	-	-	-	-	-	-	-
Professional Fees	32%		11,100	35,777	2,000	2,140	2,290	2,450	2,622	2,805
Training & Education	0%		8,450	-	-	-	-	-	-	-
Compensation Items	49%		1,760,868	864,261	72,812	74,636	76,083	76,918	76,168	67,411
Salaries & Wages	31%		1,228,857	452,654	37,191	37,191	37,191	37,191	37,191	33,751
Bonuses	17%		187,190	18,280	1,447	727	727	6,527	727	727
Payroll Taxes	11%		174,679	29,773	4,165	3,128	2,865	2,210	3,126	2,862
Benefits	15%		241,154	360,656	30,090	30,090	30,090	30,090	30,090	30,331
Headcount	36%		44	44	4	4	4	4	4	4
Travel Expense Drivers			-	11,812	760	807	842	881	924	924
Airfare			-	6,022	320	352	387	428	469	469
Hotel			-	2,280	180	200	200	200	200	200
Meals			-	1,050	75	75	75	75	75	75
Ground			-	860	80	80	80	80	80	80
Other			-	1,200	100	100	100	100	100	100

## Host Analytics Revenue Planning is your key to success

The bottom line is, if it's your job:

- To integrate operational reality into the financial plan
- To investigate the details of the revenue plan and act on new opportunities
- To make sure an accurate revenue forecast is created involving all the necessary participants

Host Analytics Revenue Planning provides the system you need to accomplish these goals.

**Top-Down Forecasting** allows upper management to set key sales targets and drive those high level goals down to detail level SKU/ customer ship to locations for a executable plan.

**Middle-Out** forecasting allows account managers, regional managers and line managers to make middle level adjustments to the target sales figures, driving the calculations down to the detail level forecasts and up to the corporate total.

**Bottom-Up** forecasting allows plan contributors to adjust the top down and middle up plans at the detail SKU/customer level to enable full product lifecycle management: new product introduction, sun setting of products and general detail adjustments.

With millions of fresh and tasty cookies and muffins being sold throughout the United States, Otis Spunkmeyer requires a revenue planning solution that adapts to their business and ensures the accuracy of their numbers. Let's face it, revenue forecasting using 100 linked spreadsheets is like baking over an open fire. Sure, you can do it, but why?

“With Host Analytics, we now have consistent data that can be shared easily. And the flexibility to do top-down or bottom-up, planning at whatever level we think is appropriate, is a big deal for us.”

—Joel Feldman, Director of Financial Planning & Analysis  
Otis Spunkmeyer

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