

Create new products to satisfy evolving consumer tastes, plan regional promotions, leverage their popularity to maximize profits, and redeploy working capital where it will do the most good.

Your industry faces unprecedented challenges. The difficulty of balancing supply and demand costs billions of dollars in out-of-stocks, excess inventory and forced discounting. The tasks of managing product introductions and discontinuations, seasonal capacity and the shelf life of perishable goods strain production and distribution. Rising costs for energy, raw materials, transportation and labor cut into margins, and government regulations force you to demonstrate audit control throughout the supply chain. Continually changing consumer preferences demand new items and modification of existing products.

Facing these challenges, you need to manage inventories as closely as possible, anticipate demand accurately, devise “hot” new products to satisfy evolving consumer tastes and exploit their popularity immediately to maximize profit. You have to plan regional promotions, optimize product mixes and adjust budgets to redeploy working capital where it will do the most good.

The role of Finance is more central than ever. Today it extends beyond managing spending and preparing the budget to providing analysis of the financial implications of actions across the business and advising decision-makers at all levels and departments.

Host Analytics can help. For more than 10 years, we have been helping dozens of food and beverage organizations such as yours to improve these and other processes and realize significant benefits by using our Host Analytics Corporate Performance Management (CPM) suite. The suite includes fully integrated modules for budgeting and planning, revenue planning, reporting and analysis, financial consolidation, and scorecarding and dashboarding. It can help you improve performance in many critical tasks including these:

Demand Forecasting – Predict and respond to the latest shifts in demand. Model their effects on all phases of the business, from production through profitability.

Product Mix – Track revenue for core brands and new products by market. Model effects of changes to mix, including phase-outs, to increase market share and profitability.

Customer Profitability – Track customer types and segments to determine which generate the most revenue. Model how to increase sales for all levels of customer performance.

Seating Efficiency and Revenue – Multiply the number of restaurant seats by the number of hours of operation to determine Revenue Per Available Seating Hour. Model how to full utilize available seating to increase turnover and revenue.

Asset Utilization – Track Overall Equipment Effectiveness (OEE) in terms of capacity. Model how to gain additional production from existing assets without additional capital investment or effects of additional spending on equipment.



pains

- Inefficiency in managing supply and demand wastes money
- Processors and distributors face low growth rates and tighter margins
- Stringent regulations require resources to assure audit controls
- Consumers demand new choices and switch brands unpredictably

benefits

- Forward-looking plans and forecasts help prepare for and adapt to market changes
- Revenue planning helps predict demand and judge the impacts of costs and pricing
- Automated consolidation speeds the financial close and makes the latest information available to decision-makers
- Reporting and analysis turn data into actionable information to support decisions in finance and operations
- Using scorecards and dashboards, everyone can monitor performance in a visual environment that keeps them focused on goals and improvement

Host Analytics CPM helps you get the information you need to make decisions that determine the success of your business. Finance professionals can take charge of their key responsibilities and provide valuable input into operations and executive strategizing and decision-making.

Budgeting and Planning enables forward-looking plans and forecasts so you'll be ready when market changes happen. You can compare actuals vs. budget, reforecast easily as necessary so the budget is always timely, and maximize cash flow.

Revenue Planning facilitates demand and forecasting so you put resources into the right products at the times when they'll sell the most. It provides guidance to optimize resources, production, headcount and inventory so each contributes to efficiency of operations and maximum profitability.

Financial Consolidation automates and speeds the financial close, reduces the cost and effort of closing and lets you put the latest information in the hands of executives at once to prepare them better for decision-making.

Reporting and Analysis turn your data into actionable information to support key decisions in finance and operations. Workflow ensures that all people who should contribute to decisions do so in the proper order.

Scorecarding and Dashboarding provide the visibility required for employees, managers and executives to understand and track their performance and that of their reports. These easy-to-use tools keep everyone focused on the right objectives and provide direction for performance improvement.

Delivered through Software-as-a-Service (SaaS), Host Analytics CPM allows you to avoid significant costs for new hardware purchases, software licenses and IT staff, and its rapid implementation enables you to begin improving processes and performance right away.

Host Analytics knows what matters to finance professionals in your business and industry. With our help you see the full implications of decisions, both risk and reward. You ensure that decisions are made on a sound financial basis that spends money and resources wisely. You gain confidence that your operational processes are efficient, from production through stock-outs and fill rates to trade promotions that deliver ROI and finally to superior financial results in cash flow, revenue growth and greater profitability.



“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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