

With fierce **global competition** and knowledgeable customers you need to **anticipate demand**, establish a leading market **position**, and capture **profits** quickly.

Innovation is the lifeblood of our industry. Products have shorter life cycles than even a few years ago, and fierce global competition generates rapid commoditization and imitation of products. Customers are more knowledgeable than ever and demand both low prices and excellent service. Demand is volatile, and achieving corporate goals while holding down expenses is a juggling act.

Despite these challenges, you need to maintain acceptable margins and product differentiation. You have to launch new products on time, establish market position fast and capture as much profit as possible before competitor-driven dilution begins. You must manage inventories as closely as possible, close the gap between sales and receipt of payment and anticipate demand accurately. Most of all, you need to acquire new customers while convincing existing ones to spend more.

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 working with dozens of high-tech organizations such as yours to improve these and other processes by using our Host Analytics CPM suite. The suite includes fully integrated modules for budgeting and planning, revenue planning, reporting and analysis, financial consolidation, and scorecarding and dashboarding.

Demand Forecast Accuracy – Track the difference between forecasted and actual demand. Model the impacts of launch timing, product obsolescence and economic changes on demand, as well the financial impacts of promotions and discounting.

Cash Cycle Time – Track the length of time between your spend for materials and cash receipts from customers. Determine average DSO and model ways to reduce it, such as early-payment discounts.

Dimensional Sales and Profit – by category, customer, brand, product or region and by mixes of them. Model allocation of resources to maximize profit.

New Customer Ratio – Compare the number of new customers to the total. Measure the impact of campaigns and promotions and model the profitability of adding new customers.

Wallet Share Growth – Track changes in revenue from existing customers. Model the difference in value of growing revenue from current or new customers.

New Product Launch – Assess the effects of launching new products. Forecast the impact on upstream processes and model the value of reducing latency between demand and product launch.



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- Increased complexity to develop and build products with shorter life cycles
- Globalism encourages lower-cost imitations, undercut margins and blurred differentiation
- Competitive pressures force companies to accelerate innovation
- Eliminating costly inefficiencies requires a coordinated approach
- Customers are more demanding and less loyal; retailers have more influence

benefits

- Identify the best times to launch products
- Anticipate changes in customer preferences
- Analyze impact on profitability of costs per unit, DSO and pricing
- Automated consolidation speeds the financial close and turns data into actionable information
- Monitor performance and focus on goals and improvement through dashboards

Reducing Obsolete Inventory – Track slow-moving and obsolete (SLOB) inventory. Plans to reduce SLOB inventory and model the impacts of discounts.

Enterprise Collaboration – Examine ways to create a seamless process from product design and QA through product life cycle management. Model the value of suppliers, partners and internal departments and forecast the impact on profitability of collaboration.

Supplier Performance and Cost – Track the impact of supplier quality. Model the implications of renegotiating with or switching suppliers on cost, quality, on-time delivery and inventory.

Host Analytics CPM helps you make decisions that determine the success of your business. Finance professionals can take charge of their key responsibilities and provide valuable input into operations.

Forward-looking plans and forecasts mean you'll be ready for market changes. You can compare actuals vs. budget, reforecast easily so the plan is always timely, and track the accuracy of plans by product launch and life cycle

Revenue Planning facilitates forecasting so you put resources into new and existing products to maximize sales and reduce inventory. It also optimizes the return on invested capital and development costs.

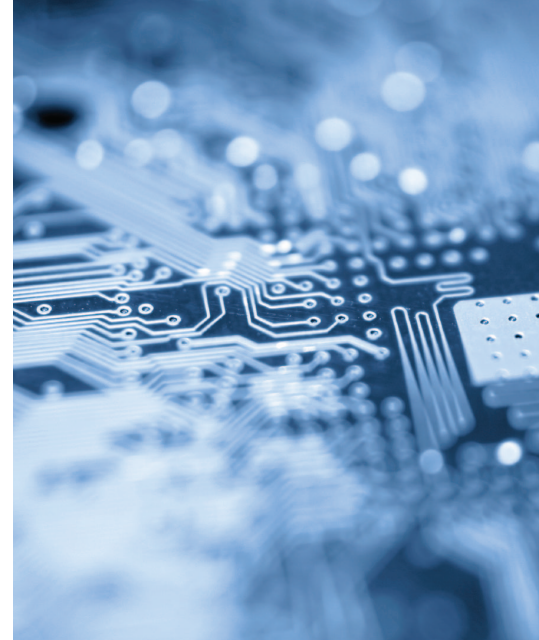
Financial Consolidation automates and speeds the financial close and lets you put the latest information in the hands of all decision-makers

Reporting and Analysis turn your data into actionable information to support key decisions in finance and operations. You can model the value of new and existing customers and find the optimal mix of products, segments and customers.

Scorecarding and Dashboarding provide the visibility required for employees, managers and executives to understand and track their performance and that of their reports.

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.

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. You gain confidence that your operational processes are efficient, from cost of materials and capacity planning through sales by products, channels and customer segments to trade promotions that deliver ROI and finally to superior financial results in cash flow, revenue growth and greater profitability.



“Every month Host Analytics shows us where we stand at any given point in time – where the expenditures are relative to the budgeted amounts.”

**—Brian Lazarus, CAO,
SBA Communications**

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