

In today's challenging economy you need to manage inventories closely, optimize allocation of **resources**, anticipate demand, and respond **quickly** to market changes.

In your industry there is less room for error than ever before. Competition is global. Customers have many more ways to find the best deals. They are less loyal and prone to go elsewhere seeking the lowest price. Product demand is uncertain, but customers' insistence on ever more choices is driving a proliferation of SKUs at the same time as margins are shrinking on hotly contested commodities.

Facing these challenges, you need to manage inventories as closely as possible, optimize allocations of resources, streamline the supply chain, anticipate demand and respond immediately to market changes. You have to plan for the short term as well as the long and adjust budgets to redeploy working capital where it will do the most good. Every day and week you have to make decisions that will affect your company's competitiveness and profitability.

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 consumer packaged goods (CPG) and manufacturing organizations such as yours 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.

Inventory Management – Track average days on hand for SKUs. Model the impacts on inventory and cash flow of increasing or decreasing production by SKU.

Resource Allocation – Compare the use of materials and people to product sales. Model the impacts of moving resources to the most profitable products.

Plant and Capacity Utilization – Compare the percentage of capacity being used to total available capacity. Model the effects of redeploying production to maximize output and minimize cost.

Commodity Pricing – Track changes in costs of materials. Model the effects of increases or savings on spending, cash flow, product pricing and profitability.

Supplier Performance – Monitor the ability of suppliers to deliver materials quickly and at best prices. Model the impacts of changing suppliers.

Trade Promotion Effectiveness – Track promotions as percentages of sales and compare results



pains

- Demand is uncertain as customers have more choices than ever
- Costs of commodities fluctuate, making pricing of products difficult
- Margins are under pressure as competitors force prices down
- Proliferation of SKUs complicates inventory management
- Value of costly trade promotions is hard to determine

benefits

- Prepare for and adapt to market changes through forward-looking plans
- Revenue planning facilitates SKU forecasting and helps to better allocate resources
- Automated consolidation speeds financial close and information delivery
- Reporting and analysis turn data into actionable information
- Monitor performance and focus on goals and improvement through dashboards

of promotions to each other. Model projected costs of new promotions and likely effects of increases or decreases in spending.

Cash Flow Management – Track operational spending and time elapsed until cash is received from sales. Model the effects of reducing that time on revenue and profitability.

Days Outstanding Management – Determine average days that sales or payables are outstanding. Model the impacts of reducing these times on cash flow and revenue.

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 SKU 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 materials procurement through production and inventory management to trade promotions that deliver ROI and finally to superior financial results in cash flow, revenue growth and greater profitability.



“Before, we were lucky just to get the numbers.

With Host Analytics we get the numbers and the whole story.”

—Mark Cohen,

Vice President of Finance,

Thule Vehicle Accessories

North America

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