



In association with **Anaplan**

Intelligent forecasting

External data and machine learning to predict what lies ahead

Traditional forecasting

Past

Looks at only internal data
Requires manual input

- Gives inaccurate outlook
- Very time consuming
- Static outcomes



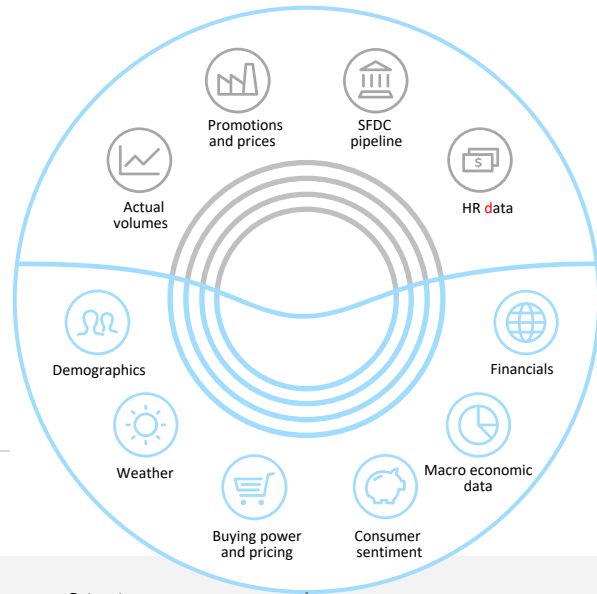
Intelligent forecasting

Future

Considers internal and external data
Baselines are defined by algorithms

- Objective economic view
- Repeatable at scale
- Allows dynamic scenario planning

External data types



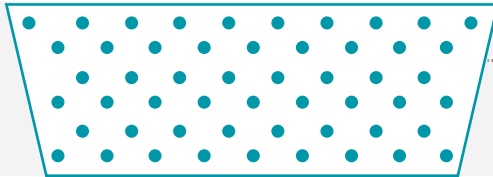
Organizations have a major blind spot when they don't account for external factors, which influence up to 85% of business performance*

* Harvard Business Review

Predictive intelligent forecasting in four steps

I Collect

data from more than 3,500 external sources



Data sets

Access to a unique and large set of global external data across different macro economical categories

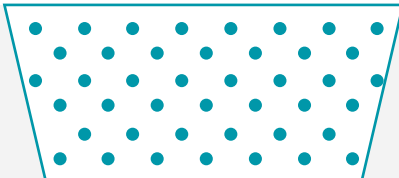
More than **3 million indicators**

Identify leading indicators

Leading indicator is explaining business performance with a nine months lead

II Discover

the correlating indicators



Leading indicators with optimal correlations with one to 18 month lead times

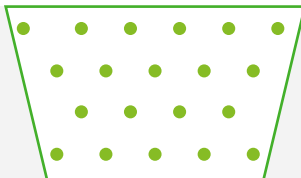
Approximately **500 indicators**

Identify leading indicators



III Validate

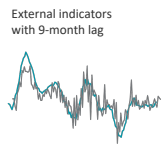
business relevance of indicators



Data categorised into layers of economic signals to fit your industry, geography, and business case

Approximately **10-25 indicators**

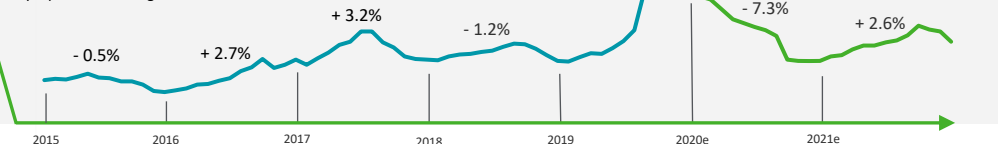
Establish economic baseline



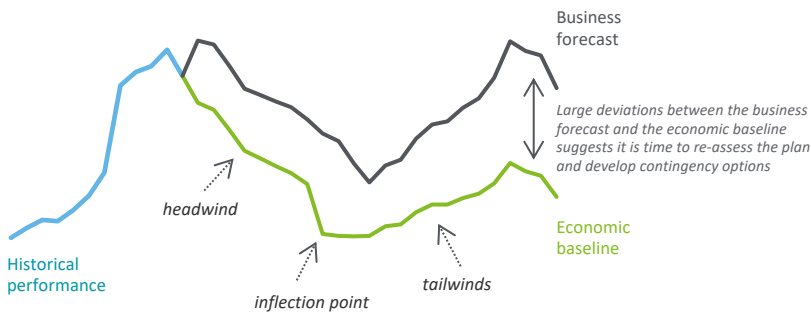
IV Predict

using machine learning algorithms and leading indicators

Leading indicators signal what lies ahead for your business and are a key input to an intelligent forecast.



You can be more proactive and deliver more predictable results when you have a clearer view of what lies ahead



Headwinds coming?

Take steps to protect profitability, for example:

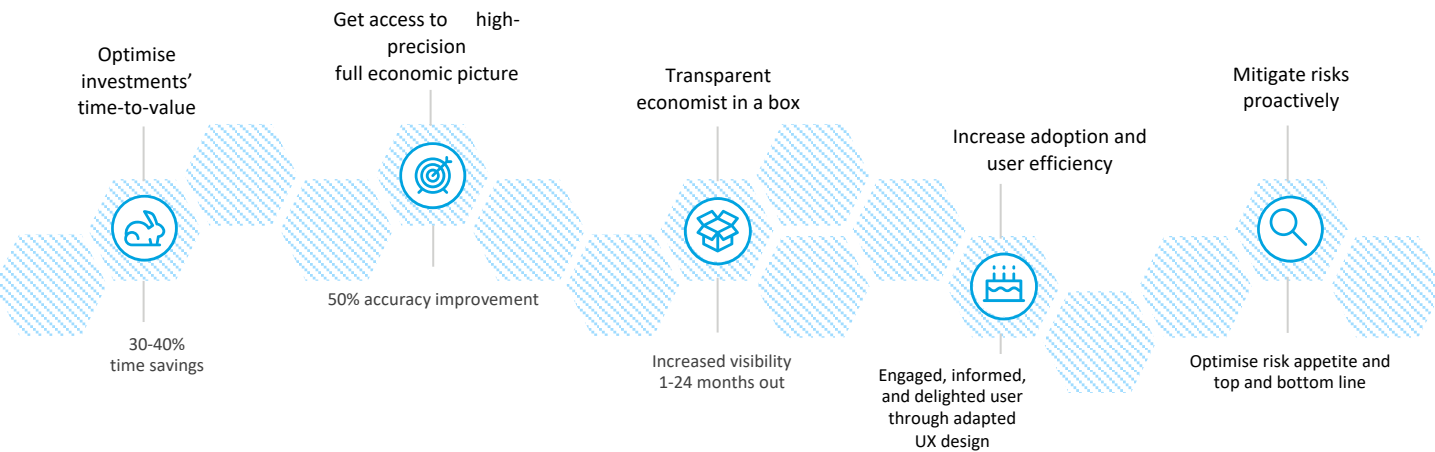
- Use pricing and promotions to bolster sales
- Optimise supply chain and reduce inventory
- Incentivise channel partners

Tailwinds ahead?

Invest to capitalize on growth opportunities, for example:

- Increased sales or demand
- Ramp up production to meet demand
- Get channel partners ready

Predictive intelligent forecasting drives real business value



Seeing is believing

The power and potential for predictive intelligent forecasting come to life in a Proof of Value



What you need to get started

- Clear business case
- Historical data (5 – 7 years)
- Executive sponsorship
- Internal champion or change agent
- 4-6 weeks time



Deloitte Trend|EX is an accelerator that lowers the hurdle to intelligent forecasting

- Run scenarios and analyse impact of events
- Flag risks and opportunities and take action
- Understand sensitivity of leading indicators
- Manage events and analyse impact
- Interface with any planning and forecasting tools or visualisation solutions



Get in touch



Nick Vandesype

nvandesype@deloitte.ch

Deloitte

Algorithmic and Predictive Planning lead



Christian Reichel

creichel@deloitte.ch

Planning & Forecasting Excellence