



Consumer Packaged Goods Forecasting, Planning & Analysis Solutions

A BETTER WAY TO PLAN YOUR CPG GROWTH

Consumer Goods companies need better tools to drive effective decisions & planning.

Nearly 20% of the typical CPG company's budget is invested in trade and promotional spending. Because of this, it is imperative that teams responsible for developing the activities to drive growth are able to analyze and understand the impact of their pricing, merchandising and assortment decisions.

With the wrong set tactics in place, volume growth won't translate into profit and cash flow growth. But with the right mix of activity, both the CPG firm and its customers can benefit from growing sales & profits.

With Abacist Analytix developed by Abacist Group:

- Gain visibility into the full business impact of pricing & promotional decisions
- Consider various what-if scenarios and see the volume, revenue, profit impact of options analyzed
- Develop detailed promotional plans that integrate with the corporate financial plan and forecast
- Rapidly adopt CPG planning & analytics best practices

ABACIST ANALYTIX & ABACIST GROUP OVERVIEW

Abacist Analytix for CPG is a suite of analytical models refined through incorporating best practices leveraged by Fortune 50 CPG companies for planning & analyzing CPG growth drivers.

We have developed our CPG Analytix solutions on a variety of software platforms. From robust Corporate Performance Management applications for firms that require automation, scalability and control to Microsoft Excel those with a more limited budget. Abacist Group's team of consultants can help customize any of the tools to suit your needs.

Abacist Group provides Corporate Performance Management (CPM) and Planning & Analysis expertise. We offer solutions, tools & management consulting services to improve budgeting, planning, forecasting, reporting and analysis.

Abacist Group has worked with some of the largest CPG companies in the world & has deep expertise in best practices for planning, forecasting & analytics for the Consumer Goods industry.

**3 solutions used to Plan & Analyze
key CPG Growth drivers**
available stand-alone or as a suite

**Our tools have been leveraged by
cross-functional teams including:**

- Finance/FP&A
- Sales
- Category Management
- Marketing
- Supply Chain & Ops

**Customer
Account
Planner
with TPO**

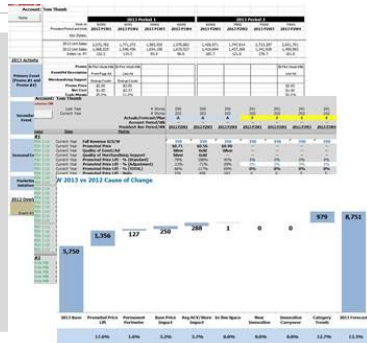
**Pricing &
Trade
Promotion
Analyzer**

**New
Product
Planner**

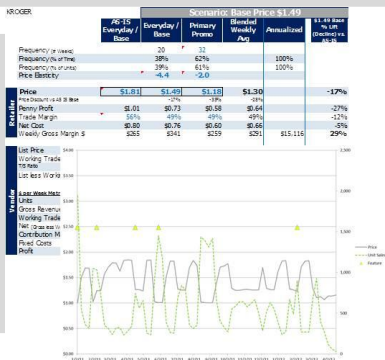
Customer Account Planner with TPO

Enables the development of a activity-based volume & revenue budgets & forecasts for Key Accounts.

Planners build a weekly Trade & Promotional calendar and can then assess the financial impact of that calendar to ensure that it delivers the desired results when combined with other activities like shelf-space changes, perimeter merchandising activity and news and innovation launches.



Pricing & Trade Promotion Analyzer



Empowers teams responsible for setting both regular everyday list prices and temporary net promotional pricing.

Allows CPG companies to understand the impact of price changes on volume, sales and profit from both the perspective of the CPG vendor and the customer leveraging POS data and internal data.

New Product Planner

Conduct rapid what-if scenarios to consider varying different attributes related to New Product and Innovation launches, and to see the financial impact of those different scenarios. Our New Product Planning tools enable better planning for new product launches.

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Revenue	1,234	1,345	1,456	1,567	1,678	1,789	1,890	1,901	2,012	2,123
Profit	234	345	456	567	678	789	890	901	1,012	1,123

Abacis Analytix offered on a variety of technology platforms for different needs



- 100% Cloud Workspace
- Unparalleled combination of scalability, speed & flexibility
- Scalable to suit both detailed Operational & Financial Planning for large Enterprises
- Named "Cool Vendor" by Gartner in '12



- Leader in Cloud Based Planning & Forecasting
- Abacis Group awarded Adaptive Planning's Top partner '10, '11, '12
- Also offer Budgeting | Consolidations | Business Intelligence | Data Discovery

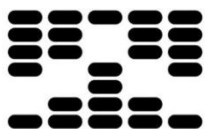


- Most affordable software platform
- Low learning curve for end-users
- Extremely flexible

Some clients Abacis Group has served



For more information, call or email.



ABACIST GROUP

Bill Aiken

Principal
Dallas, Tx
bill.aiken@abacistgroup.com
214-850-3929

