

Forecast**PRO**[®]

Easy, Accurate, Affordable Forecasting Software For Business Professionals

Forecast Pro is easy to learn and easy to use. In fact, using Forecast Pro's Expert Selection mode, you can **create accurate forecasts in minutes**—even if you don't have a background in forecasting or statistics! Powerful enough to take on all of your forecasting challenges, Forecast Pro provides a complete range of forecasting models and all the diagnostic tools you need.

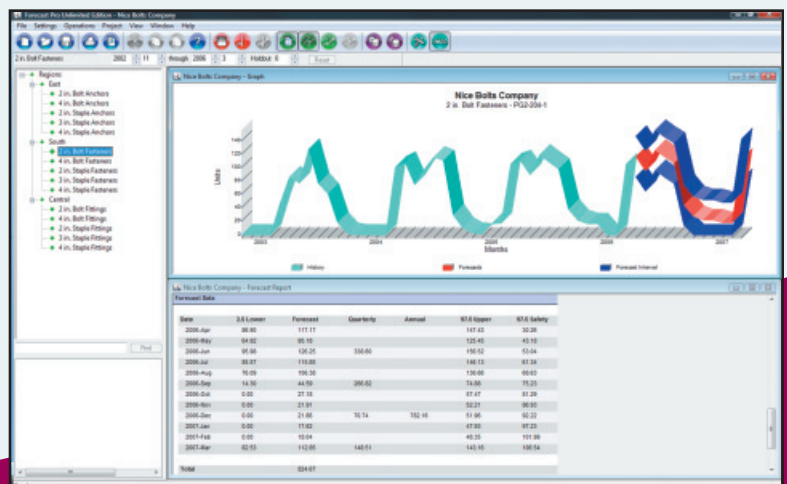
With Forecast Pro, you can do it all—generate accurate forecasts quickly, make adjustments based on your business knowledge, collaborate with colleagues, create dazzling presentations, work with your existing data and interface directly with other systems. **Forecast Pro will save you time and money** while improving your planning and decision making.

Trusted by Thousands

Used by more than 25,000 forecasters worldwide representing a wide variety of industries and organizations both big and small, **Forecast Pro is the market leader in forecasting software.** Chances are that someone in an environment similar to yours is already using Forecast Pro.

Worlds Better Than Excel for Forecasting

It is very likely that you have Excel on your computer—it's a great product, but it's not designed for forecasting. Spreadsheet forecasting almost always relies on simple, ad-hoc formulas built into large, unwieldy, complex spreadsheets. This creates a forecasting process that is prone to unintentional human error and is difficult—if not impossible—to maintain as the business and its forecasting staff changes. By moving up to Forecast Pro—a product specially developed for business forecasting—you get an affordable, off-the-shelf solution which can **dramatically improve your forecasting and formalize your forecasting process.**



"Forecast Pro is a great product which has far exceeded our expectations."

—DUSTIN MILES, CBK STYLES, INC.

Which Edition of Forecast Pro is Right for You?

To satisfy different needs, three editions of Forecast Pro are available—Basic, XE and Unlimited. Which edition is right for you depends on a number of factors including how many items you need to forecast, which forecasting techniques you need to use, how you manage forecast adjustments and overrides, and whether or not you need to work with others to establish the final forecast.

Forecast Pro Basic is designed for those with very **modest forecasting needs**. It utilizes *time series* approaches (techniques that create forecasts based strictly upon the past history) and allows you to forecast up to 10 items (such as products or SKUs) at a time.

Forecast Pro XE is a **desktop analysis tool** designed to satisfy both basic and advanced forecasting needs. In addition to *time series* methods, Forecast Pro XE offers promotional modeling, causal modeling (dynamic regression), the ability to define and reconcile hierarchies, and allows you to forecast up to 100 items at a time. To aid the experienced forecaster, it provides a full range of menu-driven custom modeling options along with detailed diagnostic displays.

Forecast Pro Unlimited is a **comprehensive forecasting system** designed for larger-scale forecasting jobs, collaborative forecasting, working with complex hierarchies, maintaining multiple forecast overrides, documenting your forecasting sessions and integrating with other systems. Although it uses the same underlying forecasting methodologies found in Forecast Pro XE, it is a very different solution.

Forecast Pro Unlimited provides the foundation for creating a sustainable, well-documented forecasting process. If you:

- forecast a large number of items on a routine basis; *and/or*
- collaborate with others to create the final forecast; *and/or*
- make multiple adjustments or overrides that need to be documented,

then Forecast Pro Unlimited is the *only* edition of Forecast Pro that you should consider.

“Forecast Pro Unlimited is so clear and easy to use that people can learn it in a few hours and get outstanding results with little effort.”

—MARIA ROYO, DESARROLLO TECNOLÓGICO COMERCIAL

Join the thousands who use Forecast Pro, including:

3M
Abbott Laboratories
Alaska Dept. of Labor
Amazon.com
American Standard
Americredit Corp.
Ameritech
Amgen, Inc.
Anchor Bolt & Screw Co.
AstraZeneca
AT&T
BAE Systems
Bass Pro Shops
Bell Canada
Benjamin Moore & Co.
Biogen

Boise Wood Products
Bosch Security Systems
Campbell Soup Company
City of Mesa
Coca-Cola Enterprises Inc.
ConAgra Foods
Coral Ridge Ministries
Elizabeth Arden
Federal Reserve Bank
FedEx
First Energy
GlaxoSmithKline
Hewlett Packard
Honeywell
Horizon Wine and Spirits
IBM Corporation
J.C. Penney
J.D. Irving, Ltd.
John Deere
Johnson & Johnson
Marriott International
Merck & Co.
Micron Technology

Mitsubishi Electric
Moseley Architects
Nabisco
Nestle Purina Petcare
Nissan North America
Norfolk Southern
Northrop Grumman
Onstar by General Motors
Pepsi Co.
Piccadilly Restaurants
Praxair, Inc.
Progressive Insurance
Questar Gas Company
Royal Bank of Canada
Schering Corp.
Scholastic
Sears
State of California
Timex Corp.
Toyota Canada Inc.
Verizon
Wausau Paper
Weyerhaeuser
Wyeth
Wyndham Vacations
Zinsser Co., Inc.



Proven Accurate

Forecast Pro's Expert Selection forecasting **outperformed all other software packages** and 16 out of 17 academic teams in the largest and most comprehensive empirical forecasting study ever performed. Sponsored by the prestigious *International Journal of Forecasting*, the M-3 Forecasting Competition compared the accuracy of 24 different approaches used to prepare 3,003 forecasts based on historic demand. Complete details are available at www.forecastpro.com.

Fully Supported

Forecast Pro is backed by a company with more than 20 years of experience focused exclusively on business forecasting. Business Forecast Systems, Inc. (BFS) released the first version of Forecast Pro in 1987. Today, it's in use at thousands of organizations worldwide and is available in English, French, German, Japanese, Portuguese and Spanish editions.

In addition to providing world-class technical support for Forecast Pro, BFS provides **a full range of services** focused on helping you to improve your forecasting including:

- Forecast Pro product training workshops (public and on-site classes);
- forecasting education—including business forecasting seminars and the semi-annual Forecasting Summit conferences; and
- regular, informative news and articles via *Trends*, our electronic newsletter.

Forecast Pro

- ▶ creates accurate forecasts
- ▶ is easy to use
- ▶ is affordable

Forecast Pro will

- ▶ save you time
- ▶ increase your bottom line
- ▶ simplify your forecasting process
- ▶ improve your decision making



“The product support for Forecast Pro is among the best I have ever found—they always are ready to work with me to answer my questions.”

—ANITA BOLAND, FLOWERS FOODS

Forecast Pro XE

Forecast Pro XE is a **desktop analysis tool** designed to satisfy both basic and advanced forecasting needs. Using Forecast Pro XE's Expert Selection mode, you can automatically create accurate forecasts for up to 100 items (such as products or SKUs) with just a couple clicks of the mouse. If you prefer to specify the forecasting approach, Forecast Pro XE provides a full range of menu-driven custom modeling options and detailed diagnostic displays to support even the most sophisticated analysis. And you can do much more with Forecast Pro XE, including adding your business knowledge, creating dazzling presentations and working with your existing data.

For details about the proven statistical forecasting methodologies available in Forecast Pro XE, see *"The Right Tool for the Job: Forecast Pro's Methodologies."*

Add Your Business Knowledge

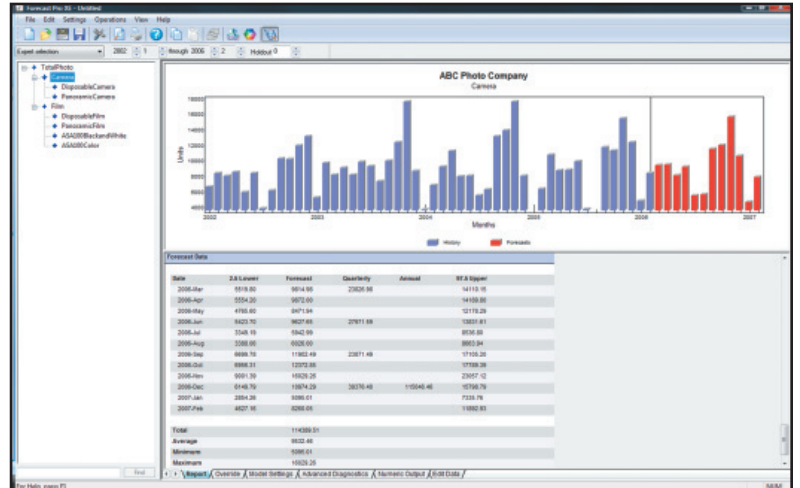
Forecast Pro XE lets you adjust your forecasts on a graph or in a spreadsheet-like display—in either view, you see both the historical data and forecasted values, allowing you to easily compare patterns within the data. You can adjust single points, ranges or totals, using percentages, increments or by simply entering new values. If you've defined a multiple-level hierarchy, adjusting a value at any given level will automatically adjust all appropriate levels.

Make Convincing Presentations

With Forecast Pro XE, you can create dazzling, presentation-quality reports in seconds. Four professionally-designed standardized report formats are included as well as a custom reporting option for maximum flexibility. You can graph your results on a time series or year-over-year basis, choose from several eye-catching formats including 3-D lines and 3-D columns and save your reports directly to Excel.

Diagnose Your Models

Forecast Pro XE provides a standardized set of diagnostic screens to help you compare and evaluate models. You get a comprehensive set of numeric statistics as well as graphs of the residuals and the error autocorrelation function, and grid displays of the correlation matrix and covariance matrix.



Evaluate Alternative Forecasts

If you define a holdout sample, Forecast Pro XE will automatically generate out-of-sample MAPE, MAD and GMRAE statistics to measure forecast performance. This handy feature allows you to quickly evaluate different models and answer questions like "How accurate would my forecasts have been had I used Forecast Pro last year?"

Work With Your Existing Data

Forecast Pro XE imports data in a variety of flexible, easy-to-create formats including Excel and Lotus spreadsheets, text files and ODBC. These flexible formats allow you to easily import and export data from virtually any source. There is also a built-in editor to enter your data directly, or to modify and amend files.

"A picture really is worth a thousand words. It can be tough to try to explain how a model works and performs if you resort to technical jargon, but Forecast Pro XE allowed us to easily create graphs for our colleagues to visualize how accurate the models are."

—ROBERT KOZASH, SARASOTA COUNTY GOVERNMENT

Forecast Pro Unlimited

Forecast Pro Unlimited is designed for larger-scale forecasting jobs, collaborative forecasting, working with complex hierarchies, maintaining multiple forecast overrides, documenting your forecasting sessions and integrating with other systems. It is a **comprehensive forecasting system** which—although it uses the same underlying forecasting methodologies found in Forecast Pro XE—is a very different solution.

With Forecast Pro Unlimited, forecasting thousands of SKU's is as easy as selecting a data file and clicking the forecast icon. With a few additional clicks of the mouse, you can graph the results, view forecast reports, make judgmental overrides and save the results.

Create Accurate Forecasts Automatically

Forecast Pro Unlimited's Expert Selection mode analyzes each item and selects the appropriate forecasting method automatically. If you prefer to specify the forecasting approach, Forecast Pro Unlimited provides a complete range of forecasting methods and all the diagnostic tools you need.

For details about the proven statistical forecasting methodologies available in Forecast Pro Unlimited, see *"The Right Tool for the Job: Forecast Pro's Methodologies."*

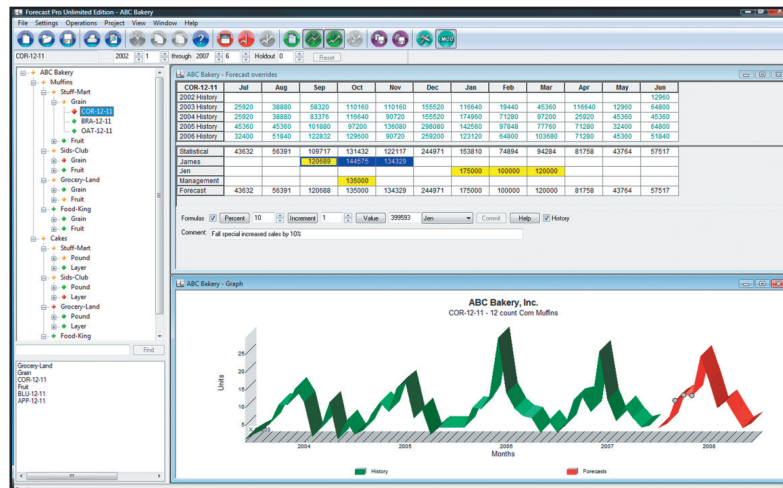
Add Your Judgment and Collaborate With Others

Incorporating business knowledge is often essential to establish the final forecast. Forecast Pro Unlimited's override facility allows you to adjust the statistical forecasts in a spreadsheet-like display which shows both the historical data and forecasted values. You can **adjust** single points, ranges or totals, using percentages, increments or by simply entering new values. If you've defined a multiple-level hierarchy, adjusting a value at any given level will automatically adjust all appropriate levels.

Working with colleagues can also improve the forecasting process. Using up to ten customizable override rows and handy comment fields, you can easily **collaborate** with your colleagues and document your changes to foster a truly collaborative forecasting process.

"Forecast Pro Unlimited allows us to easily apply judgmental overrides, which is critical for us. We can now systematically track changes, giving us a better understanding of our forecast performance."

—TOM ROSS, BROOKS SPORTS



Integrate Smoothly with Other Systems

Integrating Forecast Pro Unlimited with your existing software systems is very straightforward. You can import data in a variety of flexible, easy-to-create formats including Excel and Lotus spreadsheets, text files and ODBC. You can also customize the content and format of the output. Whether you need a flat file to feed your ERP system, a spreadsheet for a colleague or a presentation-quality report to pass around the board room, Forecast Pro Unlimited's flexibility makes it simple to get the information you need.

Formalize Your Forecasting Process

Most forecasts need to be updated on a regular basis (often weekly or monthly). Forecast Pro Unlimited allows you to save and restore your forecasting sessions including the forecasting models used, the forecast overrides and their associated comments, and all of your reporting options. Returning to your forecasting session at a later date to continue your work, updating your forecasts when new data become available, and sharing your work with colleagues—it's all a breeze with Forecast Pro Unlimited.

Forecast Pro Unlimited lays a solid foundation for a well-defined forecasting process by providing:

- a consistent, objective approach to analyzing historical data;
- documented visibility into forecast adjustments; and
- a sustainable forecasting system that can be easily transferred to new team members.



Forecast Pro Unlimited Collaborator

Forecast Pro Unlimited Collaborator, a fully-integrated companion product to Forecast Pro Unlimited, provides an **easy and affordable way to collaborate with colleagues**. Offered at a fraction of the cost of Forecast Pro Unlimited, Collaborator allows others to view your forecasts—including graphs and reports—add overrides and comments, and save the results.

The Right Tool for the Job: Forecast Pro's Methodologies

With Forecast Pro, you can create accurate forecasts quickly and easily using **proven statistical forecasting methods**. Research has shown that no single method works best for all data, which is why Forecast Pro provides a complete range of forecasting approaches to address all types of business needs. Forecast Pro's models accommodate seasonal demand, product hierarchies, product promotions, slow moving items, causal variables, outliers and much more.

Expert Selection – Expert Selection takes the guesswork out of forecasting. The built-in expert system analyzes your data, selects the appropriate forecasting technique, builds the model and calculates the forecasts—it even explains its reasoning in ordinary English!

BASIC XE UNLIMITED

Exponential Smoothing – Forecast Pro includes twelve Holt-Winters exponential smoothing models to accommodate data with different forms of trends and seasonal patterns.

BASIC XE UNLIMITED

Box-Jenkins – For stable data sets, Forecast Pro supports a multiplicative seasonal Box-Jenkins model. The model can be built completely automatically or interactively with the assistance of a full range of screen-oriented diagnostics. **BASIC XE UNLIMITED**

Dynamic Regression – Dynamic regression is used when there are important leading indicators or other causal variables. You can include independent variables, lagged or transformed variables and build generalized Cochrane-Orcutt models. Using Forecast Pro's self-interpreting diagnostics, you can build and compare alternative models with a few clicks of the mouse. **XE**

Event Models – This extension of exponential smoothing provides adjustments for special events like promotions, strikes, moveable holidays or other irregular occurrences. **XE UNLIMITED**

Multiple-Level Models – Multiple-level models allow you to aggregate data into groups and reconcile them using top-down or bottom-up approaches to produce consistent forecasts at all levels of aggregation. Seasonal and event indexes can be extracted from the higher-level aggregates and applied to lower-level data.

BASIC XE UNLIMITED

Seasonal Simplification – This extension of exponential smoothing reduces the number of seasonal indexes used to model the data, often substantially improving forecast accuracy if you are forecasting data with more than 12 observations per year. **BASIC XE UNLIMITED**

Low Volume Models – Croston's intermittent demand model and discrete data models are provided to accommodate low volume and "sparse" data (i.e., data where the demand is often zero).

BASIC XE UNLIMITED

Curve Fitting – Curve fitting provides a quick and easy way to identify the general form of the curve which your data are following.

BASIC XE UNLIMITED

Simple Methods – For very short or extremely volatile data, all editions of Forecast Pro include moving average models. In addition, several simple models including "same as last year," percentage growth and fixed values are available in Forecast Pro Unlimited. **BASIC XE UNLIMITED**

Forecast Pro

- ▶ provides a wide range of proven methodologies
- ▶ includes both time series and causal models
- ▶ automatically selects the best methodology for your data (Expert Selection)
- ▶ accommodates product promotions, complex hierarchies, business calendars and "what if" analysis

