

## FORECASTING

Accurate demand forecasting is one of the key components required to optimise inventory and customer service levels.

IMAS Forecasting module uses the FOCUS Demand Simulation technique. Seven formulae are provided, but these can be modified to meet your requirements, or you can add your own formulae.

Each month end, IMAS Forecasting regresses in time to calculate which formula (of all those available to it) would have worked best in the recent past for each item. The formula which would have worked best is then automatically chosen as the method IMAS Forecasting will use to forecast this item this month.

IMAS Forecasting is very easy to use. It automatically identifies and allows for such factors as trend and seasonality. Forecasts can be manually overridden to allow for external factors such as marketing promotions.

## FEATURES

- Interactive Forecast Modelling facilities
- Extensive inquiry facilities
- Ability to add your own formulae to the module
- Tracking of which formula best matches your actual sales
- Calculation of forecast in units
- Management reports
- Accuracy evaluation reports
- Comprehensive Users Guide
- Easy tailoring of options

**With IMAS Forecasting you can:**

- Add your own forecasting formulae to the forecasting system.
- Override the computer's forecast by applying additional marketing information (a marketing mask). Masks are used to incorporate factors which are not evident in a product's history, but which are likely to affect future sales or demand for the product. By applying a mask, you can adjust the forecast without distorting the forecasting process.
- Completely take over the forecasting of a product by marking it as a manual forecast product.
- Lock in any of the Forecasting's formulae so that an item, or an item class, will always use that formula regardless of whether or not the module would have chosen that formula.
- Have variable length simulation periods.
- Graphically display history and forecast results for visual analysis of trends.

Enter 'plain English' comments for each product. The comments are displayed every time you perform a forecast inquiry.

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