

APPLIED QUANTITATIVE SCIENCES, INC.

Decide with Confidence!



AN INTRODUCTION

A New Age in Forecasting and Forecast Management

What is Forecaster?

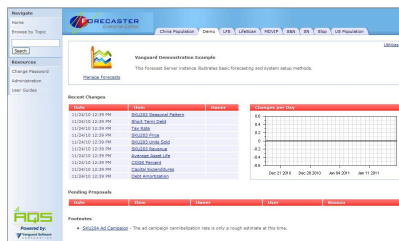
Institutional forecasting has traditionally been limited by the scalability and collaborative constraints of spreadsheet models. Forecaster overcomes these constraints, establishing an infinitely scalable and truly collaborative forecasting environment. Forecaster is a browser-based, rapid forecast development and management system, which integrates both long term (strategic) and short term (time series) forecast capabilities into a single unified solution. Features include:

- Intuitive, browser-based interface
- Incredibly dynamic reports with drag & drop graphical features
- Proven mathematical libraries for representing complex market dynamics
- Powerful role-based user management
- Fully integrated assumption management and version tracking, with rollback features
- Scenario AND simulation forecasts
- Provides interactivity between short-term (time series) and long-term strategic forecasts

Each of these features is describe in more detail in the sections that follow.

Intuitive, Browser-Based Interface

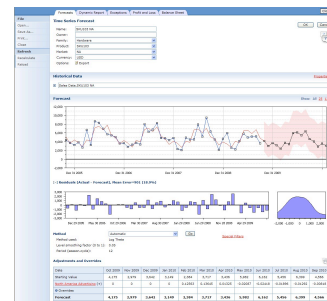
With Forecaster, all forecast management activities can be managed from any browser, even on your PDA, iPhone or iPad! Upload and manage historical data, create time series forecasts, apply time series, intra-annual seasonality to scale annual strategic forecast models to any scale, create sophisticated forecast models for individual products or entire portfolios, **RIGHT FROM YOUR WEB BROWSER!**



Home screen



Dynamic Reports



Forecast Window

Dynamic Reports with Drag & Drop Graphical Features

Once you have created a forecast, it is listed in your forecast library. Some forecasts, such as portfolio forecasts, are made up of several component forecasts. You can use the forecast browser to select and view any drill-down level within your library. Standard reports are dynamically generated based on the forecasts selected (with check-boxes) in

your forecast library. Graphics are easily created, modified or omitted based on mouse clicks. Create side-by-side views or stack-graphs of multiple forecasts using simple drag & drop functionality.

Proven Mathematical Libraries for Representing Complex Market Dynamics

Forecaster contains a rich collection of mathematical and component libraries, which allow you to instantly represent complex market dynamics such as segmentation growth, technology adoption, market share, probability and timing of new product launch, disruptive events, pricing dynamics, replacement and replenishment models, and financial models for balance sheet, profit & loss and valuation analyses.

Scenario AND Simulation Forecasting Capabilities

Forecaster provides the ability for both scenario (non-probabilistic) and simulation (Monte Carlo) forecasts. This provides users with the ability to create as many scenario forecast versions they wish, and the ability to represent sophisticated simulation models representing all identified uncertainties and risks within their forecast framework. For many of our most sophisticated clients, this is the life-blood of strategic planning and investment risk analysis.

Interactivity Between Short-Term and Long-Term Forecasts

Time series forecasting is an excellent tool for discerning near term short-interval forecasts based on historical data. However, in its purest form, time series forecasting requires a great deal of historical data AND assumes that the past will repeat itself. Forecaster allows you to easily upload and manage historical data sets, create time series forecasts, analyze trends and seasonality based on historical patterns AND make adjustments to the fitted forecast based on managerial knowledge about potential events regarding the future. You can also apply trends and seasonal patterns to strategic forecasts in order to scale annual forecasts to any period you wish, while maintaining fidelity to known sales patterns, whether they be day of week, week of month or month of year!

Powerful Role-Based User Management

Forecaster allows you to assign roles to users, giving you control over who creates, views or modifies any forecast. This is critical to any organization with multiple forecasts, managed cross-functionally and rolled up to a universal (corporate) forecast based on individual operating companies, business units or franchises.

Fully Integrated Assumption Management and Version Tracking, with Roll-Back Functionality

Assumptions are the heart and soul of a forecast. Forecaster provides the ability to assign users to individual assumptions, and ensure that only authorized assumption owners can modify official forecast inputs. However, ANY user can create and save scenarios based on modifying any assumptions they choose and save them to their personal scenario library without corrupting the original forecast model! This provides maximum flexibility for a wide user base, while at the same time maintaining security and integrity of your most important forecasting asset: official sources and documentation of model inputs. If a user believes an update is warranted, they may “propose a change”, which is emailed automatically from the system to the assumption or forecast owner, who may then approve or decline the proposed modification(s).

Other Valuable Features

Currency conversion, auto-fit and user-selectable time series algorithms, and optional add-ins for optimization, decision trees and Markov Chain modeling!

You will never think about forecasting the same again! 888-794-2366 x700