Areté, Inc.

Prevail 6.0 Café™ Fact Sheet

areté

Prevail is a forecasting tool designed and supported by Areté, Inc. to better predict product sales across numerous locations. Areté designed Prevail to combine two separate and equally important approaches to create a good forecast:

- Analysis of historical sales and mathematical prediction of future behavior
- Direct input and analysis of forecasts by planners

Prevail 6.0 is based on Café™, a powerful new automated forecasting engine specifically developed to achieve the highest levels of forecasting accuracy utilizing Areté's own proprietary technology. Through the use of configurable forecasting models and model hierarchies, Café works behind the scenes to create extremely accurate forecasts.

Café methodically looks for subtle relationships between different types of market information (Pricing, Promotions, Exceptions, Trends, etc) and constructs multi-leveled models based on those that have historically predicted sales consistently. Unlike many other forecasting tools, Café imposes no defined limit on the number of models or causal factors that can be used in developing model hierarchies and regressions. Café allows you to define and manage these model hierarchies and regressions specific to the causal factors that drive demand within your business. You can also offset these factors so that forecasts can be driven off of events and pricing that have either just occurred, or are about to occur. Café intelligently uses these factors by detecting whether they should be included for each forecasting combination one by one, only choosing the factors that are driving the demand for that specific combination.

Areté's approach not only works behind the scenes, but also provides planners with the tools they need to perform intelligent forecast analysis. For this purpose, Prevail 6.0 offers scores of new forecasting process metrics. Planners can instantly define reports using the multi-dimensional Meta-Query Engine. With this tool, planners can select ways to view the data based on location, product, market, or time hierarchies. The Prevail 6.0 Meta-Query Engine makes it simple to create reports including sales, forecasting accuracy, and error dispersion grouped by category, location, and timeframe.

Planners who wish to manage their own forecasting models can refer to a wealth of analytical information for assistance and edit the Café settings through a simple user interface. Café allows planners to utilize simulation techniques to find the best-performing Café configuration for their business. Areté consultants are also available to set up and periodically tune the settings as needed. Once the Café settings are custom-configured, the system will work behind the scenes to create the forecasts. Prevail 6.0 Café requires no additional daily tasks for the Prevail user.

Implementation Process

Prevail implementation is a five-stage process. Each stage of the implementation process is briefly described in the following table.

Stage	Time Frame	Goal
1. Evaluate		Determine client-specific needs, understand project objectives, establish project scope, and develop implementation plan.
2. Prepare	1-2 Weeks	Equipment set-up and support plan, inter-location connectivity plan, remote support installation and test, develop back up and restore procedures, and build application program interface.
3. Prework	2-4 Weeks	Prework training, validate and test the application program interface, and identify and gather data.
4. Start-Up	1-4 Weeks	Complete coordinator and forecaster trainings, enter initial working data, run in parallel with legacy systems, and complete system acceptance.
5. Live		Run Prevail as primary system with remote support from Areté.

The specific tasks required and the desired extent of the implementation are the key concerns addressed by the Implementation Plan. This custom-designed plan considers the scope of change from existing forecasting procedures, the data to be merged, the level of history needed and the availability of resources for each individual client.

Maintenance and Support

At Areté, we strive to build a creative and constructive partnership with all of our clients. At the core of this partnership is proactive product support. Under the standard Maintenance Agreement, you have unlimited access to telephone support during business hours for problem troubleshooting or restoration of lost or damaged functionality. After hours support is available at a reasonable fee. Support is done using remote control telecommunications software that allows us to work with you as if we were sitting next to you. The maintenance fees do not cover telephoning, training, custom specification or development, or consulting fees and expenses associated with site visits.

Pricing

Initial pricing for Prevail is a client-by-client estimate based primarily on the scope of the installation as well as the number of Prevail sites that are required. The estimate is greatly determined by the client responses to the Functional and Technical Questionnaires that help us evaluate the client's specific needs and will also include consulting and training fees and expenses associated with any planned on-site visits by Areté personnel. Each implementation is unique and these figures vary depending on client needs. Once both Areté and the client agree to the plan, a contract is signed and work begins on the Prework phase of the implementation. Additionally, each module has an initial license fee along with an annual maintenance and support fee. We do not offer support on a time and material basis.

Product Demonstrations

If you are interested in learning more about Prevail 6.0 Café, please contact our office to set up a demonstration. We provide personalized, up-to-date demonstrations using Internet or remote connection tools such as WebEx™ or pcANYWHERE™. Contact us to see a live, customized demonstration on your PC while conferencing by telephone with an Areté product expert.

Other Areté Products

An Areté Avail system consists of six integrated modules that together, help plants schedule production, raw materials, material batches, orders, and deployments to your distribution centers, as well as provide historical inventory reconciliation and variance reporting. These six modules share common master data that describe all product-site combinations controlled by Avail and can be installed on several network architectures (application, file or terminal server).

Need Additional Information?

Visit us at www.areteinc.com or contact us directly Monday through Friday 9:00am to 4:30pm Eastern Time.

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