



## In The New Economy, Budgeting Is A Continuous Process

### Key Benefits

Host CPM enables retailers to optimize planning, budgeting and forecasting and to manage all aspects of organizational performance. Here are some of the most important benefits:

- Rolling forecasts let you re-forecast as needed to update sales demand by product, category and location and to schedule labor accordingly.
- Driver-based planning enables users to find actionable insights and improve accountability, participation and forecast reliability.
- Business drivers let you link the long-range plan to the budget and update the budget easily as the plan changes.
- Scorecards help managers at appropriate levels track progress of individuals, stores and regions toward corporate goals and uncover variances between targeted sales and actual sales.
- Reporting helps you analyze information, including POS data, to understand store and overall performance and prepare for demand planning using both historical analysis and predictive planning.

### Today's economy goes beyond Excel's ability to provide a nimble, efficient and effective way to react to the velocity of change in budgeting and planning for the retail industry.

Retail is, and always has been, about getting it right the first time: the right products, in the right quantities, in the right season, at the right locations and sold at the right prices. Unfortunately, what's "right" changes, and faster than ever in today's global economy and diverse sales channels. Retailers know well that yesterday's top-selling item is today's overstock in inventory. And profitability also depends on having the right levels of staffing to maximize sales and fulfillment without spending for underutilized labor.

To plan and budget for all these "rights," many individuals and departments use Excel spreadsheets, but in an enterprise setting this personal productivity tool creates more issues than it resolves. Collecting all the spreadsheets, comparing and consolidating versions, and verifying their accuracy are time-consuming tasks that absorb many staff hours. This has to be done before people can start on the real work of anticipating buying trends, managing inventory, scheduling labor and monitoring the performance of stores, business units and regions.

---

*Effective planning and budgeting should empower your whole organization to further its mission. But Excel – which was designed for single-user productivity – is too limited to help you to do this. You need more robust tools.*

---

### A Comprehensive Solution

The Host Analytics Corporate Performance Management (CPM) Suite enables retailers to achieve unprecedented flexibility and responsiveness in their plans, budgets and forecasts by using these cutting-edge features:

- Driver-based budgeting that focuses on the relation of resources to activities, such as how predicted sales drive workforce planning
- Forecasts that users can adjust and re-forecast monthly or even weekly based on information about actual sales

- Modeling empowers you to develop scenarios for promotions and assess the potential impacts of ad campaigns.

- Scorecards built on driver-based key performance indicators (KPIs) that compare goals to performance and progress at a store or profit center level
- Reporting that analyzes key data such as from point-of-sale (POS) devices to better understand customers' buying habits and store operations.

Here are some examples of how you can use CPM to improve performance at all levels, from the individual store to the entire organization:

- Manage sales and sales forecasts on a weekly basis.
- Schedule store labor on a weekly or monthly basis based on forecasted sales.
- React quickly to change labor schedules as sales increase or decrease.
- Create scorecards to manage each store based on goals and objectives tied to company strategy.
- Merge sales and cost-of-sales forecasts generated at the store level with sales forecasts generated by departmental or corporate merchandisers.

### What Is Host CPM?

Host Analytics is dedicated to helping your organization increase stakeholder value by driving improvements in the planning and performance management processes, delivered using the most innovative, efficient and effective methodologies. We help finance, sales and operations by optimizing planning, budgeting, revenue forecasting, spending, financial consolidations, and measuring and monitoring performance consistently. The complete suite of products shares a unified data model that allows you to establish a single repository of information where users can quickly access consistent information related to both financial and nonfinancial management reporting. Host Analytics CPM Suite allows you to move easily between reporting the past and projecting the future.

#### Host CPM is comprised of these modules:

- **Host Analytics Budget** provides connected and streamlined budgeting, planning, forecasting, reporting and analysis, which eliminate the errors and cumbersome of Excel.
- **Host Analytics Revenue Forecasting** is an integrated revenue forecasting and budgeting application that supports detailed sales forecasts across thousands of customers and products and provides multiple methods for managing sales plans.
- **Host Analytics Scorecard** enables companies to encapsulate the strategic plan into a dynamic system that allows employees across the organization to continually monitor and measure progress against the strategic plan.
- **Host Analytics Consolidator** speeds the process and manages the integrity of collecting, consolidating and reporting financial information on a global basis.

These features and functionality make it easy to adopt and use Host CPM quickly and effectively:

- An Excel-like interface within the browser lets users start to work right away with minimal training and eliminates the shortcomings of Excel as a planning tool.
- Software as a service delivery enables companies to implement Host CPM quickly without significant investments in hardware, software or consulting.
- A robust modeling environment offers both top-down and discrete modeling to create flexible rules and driver-based budgets.
- HR, capital planning, project-based planning, sales and operations planning (S&OP) and activity-based budgets are all standard features within Host Budget.

#### About Host Analytics, Inc.

Host Analytics is the leading provider of on-demand corporate performance management. Host Analytics' solutions help financial and departmental executives improve their budgeting, forecasting, financial consolidations, dashboarding, scorecarding, reporting and analysis. Founded in 2000, Host Analytics delivers its suite of corporate performance management solutions using Software as a Service on-demand delivery. Host Analytics serves the enterprise, large and midsize company and public sector markets. Host Analytics was included in JMP Securities' prestigious "Hot 100: The Best Privately Held Software Companies."

#### Host Analytics, Inc.

303 Twin Dolphin Drive  
Suite 600  
Redwood City, CA 94065  
USA  
www.hostanalytics.com  
Phone: 650-855-4980  
Fax: 650-855-4981  
Toll Free: 866-853-HOST (4678)  
E-mail: info@hostanalytics.com