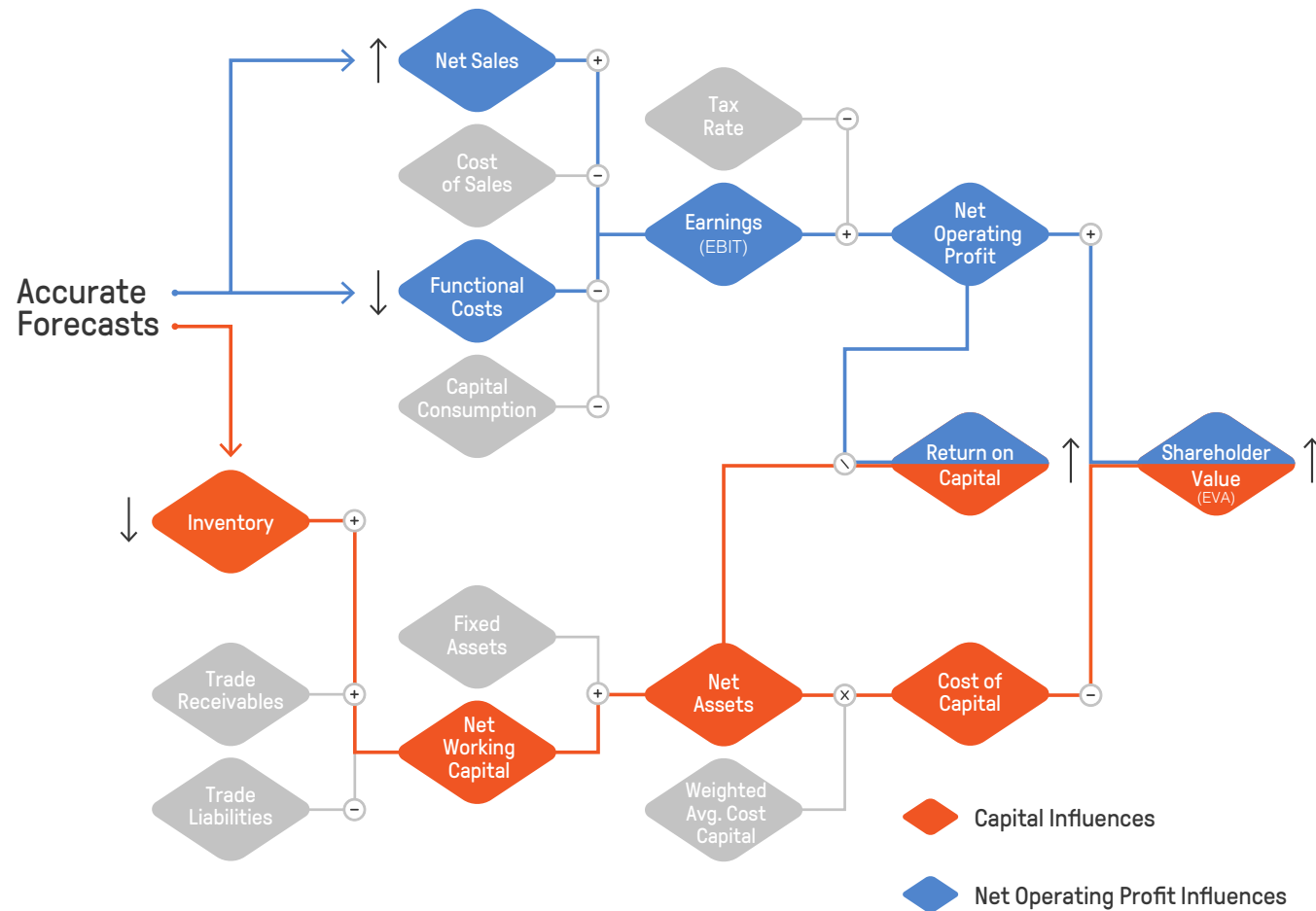


Demand Sensing: A Look Into the Financial Benefits

Which key financial metrics are driven by accurate forecasts?

Accurate demand forecasts enable companies to make better working capital decisions, free cash from unproductive inventory, improve service and raise shareholder value.



- Lower inventory
- Increased return on capital
- Higher profits
- Improved shareholder value

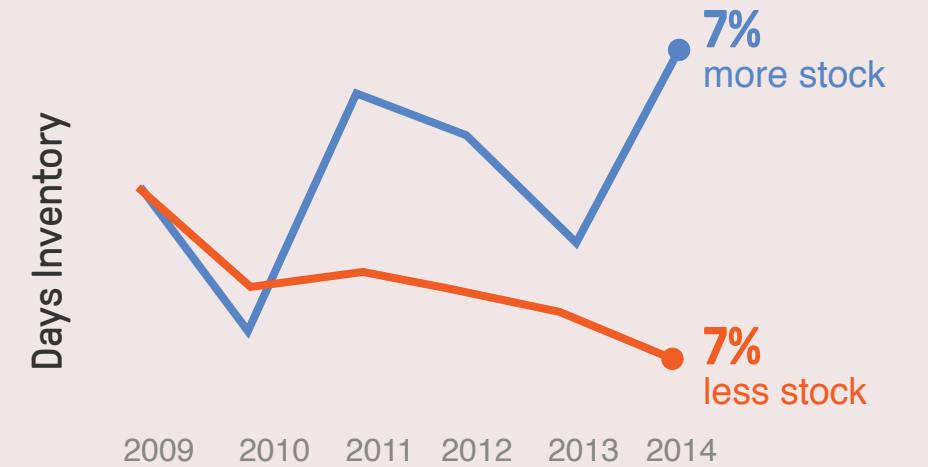
The Figures below are based on published financials of 30 CPG, Food, Health & Beauty Companies (over \$1B in Revenue)

— Companies with Demand Sensing
— Companies without Demand Sensing

INFOGRAPHIC

Since 2009, Companies with Demand Sensing Achieved:

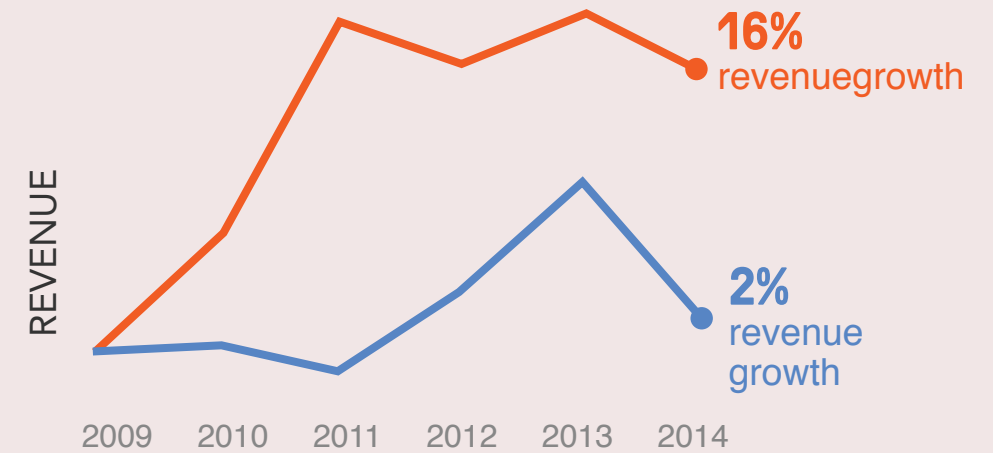
↓ **14%**
reduction in days inventory advantage



↑ **24%**
gross profit advantage



↑ **14%**
revenue growth advantage



↓ **12 days**
cash-to-cash cycle advantage

