

Adaptive Suite

Focus on Retail & Wholesale

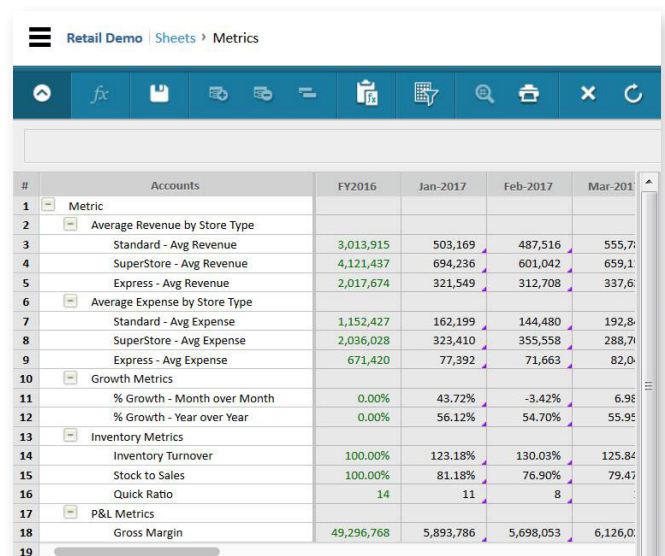
Adaptive Insights provides retail and wholesale companies with a performance management system that facilitates both top-down and bottom-up planning and reporting at a variety of levels and dimensions, plus complex what-if scenarios analysis.

Planning & Reporting Challenges

The retail and wholesale industry is dynamic—constantly responding to changes in the economy. Rapidly growing retail companies need to plan for new store openings and ramp-up. But they also need to protect profit margins in potentially weak sales environments. Large companies can have thousands of employees in multiple countries, with hundreds of store locations, each having dozens of departments. Budgeting and forecasting in this environment can involve a considerable number of people, spread across multiple geographic locations, and a large quantity of data, e.g., detailed sales history by SKU.

Retail planning is often bottom-up for the short term, typically looking ahead four to six months. But for the longer view, projected demand must also be considered. Companies need to plan top-down, using high-level assumptions or drivers. Management needs to be able to make top-down adjustments before committing to final forecast numbers. What's required is a combination of bottom-up and top-down planning.

Planning and reporting is especially challenging for companies relying on spreadsheets. If each store has its own planning spreadsheet, a tremendous amount of time and effort is required to roll up and consolidate detailed data at different levels (e.g., store type, area, division, company). Spreadsheet-based systems are slow, inaccurate, and non-collaborative, and don't lend themselves well to version comparison. This time-intensive, error-prone, and



#	Accounts	FY2016	Jan-2017	Feb-2017	Mar-2017
2	Average Revenue by Store Type				
3	Standard - Avg Revenue	3,013,915	503,169	487,516	555,716
4	SuperStore - Avg Revenue	4,121,437	694,236	601,042	659,149
5	Express - Avg Revenue	2,017,674	321,549	312,708	337,616
6	Average Expense by Store Type				
7	Standard - Avg Expense	1,152,427	162,199	144,480	192,816
8	SuperStore - Avg Expense	2,036,028	323,410	355,558	288,716
9	Express - Avg Expense	671,420	77,392	71,663	82,080
10	Growth Metrics				
11	% Growth - Month over Month	0.00%	43.72%	-3.42%	6.98%
12	% Growth - Year over Year	0.00%	56.12%	54.70%	55.95%
13	Inventory Metrics				
14	Inventory Turnover	100.00%	123.18%	130.03%	125.84%
15	Stock to Sales	100.00%	81.18%	76.90%	79.47%
16	Quick Ratio	14	11	8	
17	P&L Metrics				
18	Gross Margin	49,296,768	5,893,786	5,698,053	6,126,016

Retail and Wholesale Planning Sheet Example

inflexible budget process can take months to complete. And there is little opportunity for management to make top-down adjustments, or for a bottom-up plan to meet top-down targets.

Adaptive Planning offers Specsavers visibility into our key performance metrics all through a single pane of glass. We can rest assured that this information is both accurate and up-to-date, which is vital when we're planning and making predictions.

— Group Planning & Reporting Lead for Finance, Specsavers

Adaptive Suite

The Adaptive Insights Solution

Adaptive Insights has been successful in helping numerous retail and wholesale companies streamline their planning and analysis, allowing them to:

- Build models that support both detailed sales history (bottom-up) and assumption- and driver-based planning (top-down)
- Save time by instantly consolidating budgets, forecasts, and reports at the individual store, district, region, and total company level
- Plan, report, and analyze at a variety of levels and dimensions—e.g., in aggregate, or by new stores and same stores, large format and small format stores, etc.
- Support rapid expansion, both organic and via acquisition
- Model new store planning and ramp-up, using assumptions such as store type, store location, and seasonality, so planners can quickly see fully loaded P&Ls and cash flow based on store openings
- Perform complex what-if analysis based on seasonality, economic conditions, promotion cycles, the ramp-up of new stores, etc.
- Manage key metrics such as sales per square foot, markdown and markup type, gross margin, etc.
- Model personnel in a variety of sophisticated ways—by job title or by name, including fixed headcount and FTEs that flex based on drivers such as sales or store count
- Use reports to perform variance analysis, including to drill down into underlying transaction detail
- Distribute report books via email for financial presentations such as board packages
- Improve accuracy and turnaround time in the planning and reporting process, and conduct frequent reforecasting

Adaptive Insights’ software as a service (SaaS) model is a natural fit for the retail and wholesale industry and provides exceptional value. As a SaaS solution, no new hardware, software, or IT support is required for initial implementation or ongoing maintenance. All upgrades are included in the annual subscription with no retesting required on the part of the customer. And it’s low-risk, with the options of free trials and phased implementations.

It’s also intuitive and easy to use. Adaptive Insights’ SaaS infrastructure and CPM (corporate performance management) engine saves time and effort with built-in intelligence. Tight linkages with Microsoft Office products enable quick creation of board-quality reporting. Customers can avoid the wasted time associated with spreadsheet-based systems. The web-based, highly customizable interface utilizes and improves upon Excel, allowing interaction by all types of employees with virtually no training.

Select Retail and Wholesale customers include:

- | | |
|-----------------------------|----------------------|
| 2nd Wind Exercise Equipment | JAM Industries |
| AcuSport | Mustang CAT |
| Art.com | Schurman Fine Papers |
| Bartell Drugs | Specsavers |
| Canlan Ice Sports | Titan Machinery |
| The Container Store | W&O Supply |
| Fresh Produce Group | Yves Delorme |

Corporate Headquarters

3350 W. Bayshore Road, Suite 200
Palo Alto, CA 94303
T: +1 800 303 6346
F: +1 650 528 7501

UK / Ireland Headquarters

88 Wood Street London,
EC2V 7RS, UK
T: +44 0 208 528 1767

Australia Headquarters

Level 1, 7 Clunies Ross Court
Eight Mile Plains, QLD 4113, Australia
T: +61 7 3118 5013
F: +61 7 3041 6020

adaptiveinsights.com

adaptiveinsights.co.uk

info@adaptiveinsights.com

sales@adaptiveinsights.com

press@adaptiveinsights.com

support@adaptiveinsights.com