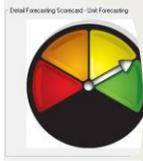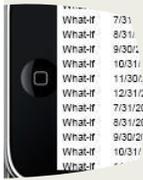Competitive
Intelligence

Performance
Dashboards

Real Time
Alerts

RoadMap

GPS

BUSINESS FORECASTING AND PLANNING
 FOR THE 21ST CENTURY

*Does your company have a single, integrated business planning system
which combines forecasting, competitive intelligence and performance
dashboards with real-time alert capabilities? If not, why not?*

RoadMap
Global Planning Solution

As globalization transforms all
businesses, forecasting has never been
more difficult or more important to an
organization's success.

RoadMap software is the essential
technology that your business needs to
analyze historical trends and gather
forecast information from throughout
your organization, your customers, and
the World Wide Web to ensure that
your business plans and processes
reflect today's business developments.

Since 1988, RoadMap software has
helped companies to forecast their
business accurately.

Pharmaceutical and life sciences
companies have reduced monthly
forecast error by one third.

Consumer electronics companies have
built collaborative planning, forecasting
and replenishment (CPFR) systems with
key retail accounts that have saved
millions in inventory.

New Product Development

RoadMap is now compatible with New Product Development methodologies such as **Stage-
Gate**® and **PACE**®. With RoadMap GPS, you can assign probabilities to new business
opportunities at each stage of the Product Life Cycle and calculate the expected dollar value
of your new product pipeline.

www.roadmap-tech.com

The RoadMap Advantage: Transforming corporate data into business intelligence

RoadMap's combination of ease of use and power bridges the gap between business and IT

RoadMap is one of the premier providers of forecasting software and quantitative analysis solutions. RoadMap has established a track record as a leader in using quantitative methods to help clients operate efficiently, build competitive advantage and achieve profitable growth.

RoadMap GPS is as easy to use as an Excel spreadsheet, but combines the power of many different software packages in one integrated solution.

How much time does it now take your sales force to
1) review competitive activity,
2) enter a new sales forecast,
3) rollup the sales forecasts,
4) generate actual vs. budgets and
5) run performance metrics?
  Two weeks or maybe longer?

With RoadMap GPS, all of your salespeople can enter their forecasts into their assigned scenario in the GPS database.

From there, GPS can roll up the forecasts, convert them to dollars, generate exception reports and run performance metrics within minutes. And with real-time alert capabilities, you can receive forecast changes for key items and customers as they occur.

RoadMap uses economic analysis and quantitative methods to help our clients make fact-based business decisions.

WWW.ROADMAP-TECH.COM

RoadMap GPS features the award winning Geneva Forecasting Engine, the most powerful and accurate forecasting software in the marketplace.

Geneva has been implemented at hundreds of enterprises worldwide resulting in inventory savings of more than $1 Billion.

RoadMap
Technologies

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