

Actionable Business Forecasting Support Service based on Sales Force Automation (SFA) + ERP Systems

Business is becoming increasingly globalized and business environments are changing at a growing pace. Companies need management platform which measures not only “past (performance)” but also “future (forecasting)” and respond to changing environments rapidly.

Leveraging and analyzing customer information and pipeline information, in Sales Force Automation (SFA) system, in addition to ERP data, enables identifying indicators of changes from customer contact points (front operations) at earlier stages so as to take proactive actions.

ABeam Consulting provides consulting on scientific business forecasting methods and SFA system based cloud templates, so that we are capable of introducing actionable business forecasts in minimum of two months.

Why are Business Forecasting Improvements Necessary?

Companies need to be able to accurately forecast long-term business performance in response to changes in the business environment and requests from shareholders. However, in many cases business forecasts are created based only on past results and depend on the individual skills creating the forecast, resulting in management decision delays and mistakes.

Background	Common Issues
<p>Increasing business globalization</p> <ul style="list-style-type: none"> ○ Accelerating production and consumption in developing countries ○ Customers expanding to overseas <p>Accelerating changes in the business environment</p> <ul style="list-style-type: none"> ○ Shorter product lifecycles ○ Fiercer competition with new Asian players <p>Requests from shareholders</p> <ul style="list-style-type: none"> ○ Aggressive demands for disclosure of future forecasting information, to make investment decisions 	<ul style="list-style-type: none"> ● Sales can be forecasted with certain degree of precision, but low accuracy in profit forecasting ● Forecasting is possible for existing business, but not for new customers or new businesses ● Domestic performance can be predicted, but overseas performance is a black box ● Short-term forecasting is possible, but difficulty in forecasting for six months and beyond ● Creating forecasts is highly dependent on individual decision, ending up being mere target lines or fortunetellings

Key Performance Forecasting Points

There are two key points in ideal performance forecasting: improving precision and linking forecasts into measures.

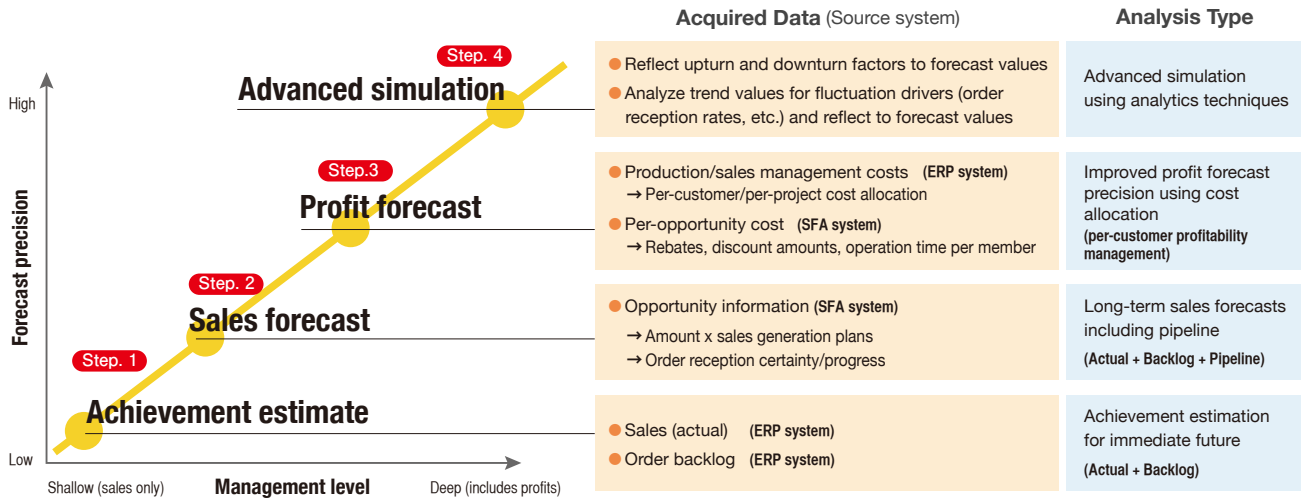
Improve Precision	Forecast in long-term	Forecast profits	Forecast with high level of probability	Forecast efficiently
	<ul style="list-style-type: none"> ○ Import opportunity data from SFA system, then use the newest information most closely linked to customer contacts to create forecasts in several years and beyond 	<ul style="list-style-type: none"> ○ In addition to forecasting sales increases/decreases, accurately allocate costs in order to forecast profit changes as well 	<ul style="list-style-type: none"> ○ Forecast based on facts identified by ERP and SFA data ○ Use identical indices for measurements, across business and regional lines 	<ul style="list-style-type: none"> ○ Centralize data from ERP and SFA systems into a single database ○ Use dashboard to make timely decisions



Link to Measures	Explore factors	Link to action	Analyze and forecast from a variety of angles
	<ul style="list-style-type: none"> ○ Analyze gaps between budgets and forecast in units which can be linked to individual measures, such as customer, business, or organization units ○ Thoroughly analyze success and failure factors 	<ul style="list-style-type: none"> ○ Include deliberations on measures for eliminating gaps within business process cycle ○ Perform business forecasting of effects on measures and risks 	<ul style="list-style-type: none"> ○ Perform analysis and simulation from a variety of angles and implement the PDCA cycle

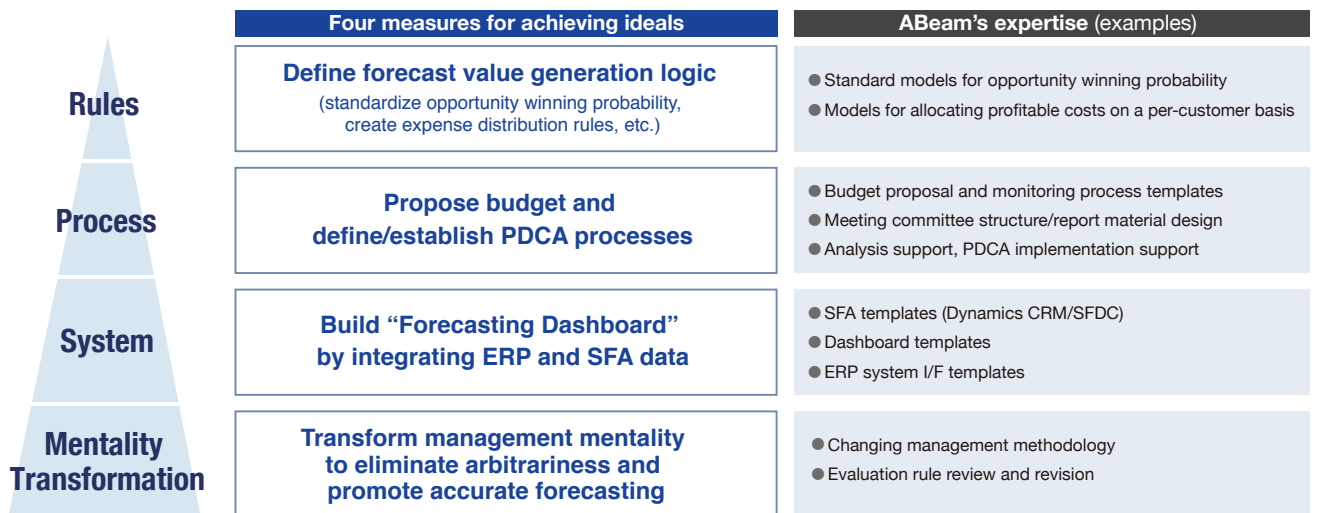
Forecast Precision Improvement Steps – Integration with SFA

To improve forecast precision, ERP data such as sales/expense results and order backlogs must be integrated with opportunity data in SFA system. It is also important to improve analysis in stages due to the relationship between business forecasting precision and depth.



Four Measures for Improving Forecast Precision

In order to achieve ideals it is important not only to build the system (dashboard), but also to define business rules and operation processes, and to change the mentality of those involved. ABeam Consulting possesses broad-ranging expertise on how to speed up these processes.



Startup Steps

Our ABeam Cloud templates are firstly used to build prototypes for specific business fields within two months. Improving business forecasts is possible with minimum two months.

