

# Focus on Retail & Wholesale

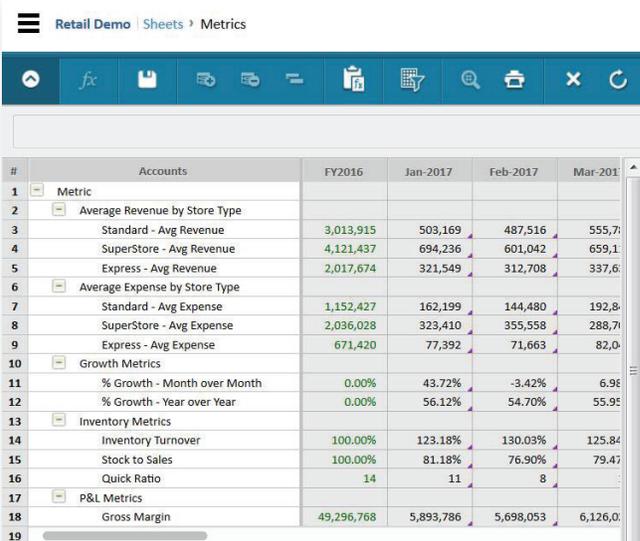
Adaptive Insights provides retail and wholesale companies with a performance management system that facilitates both top-down and bottom-up planning and reporting at a variety of levels and dimensions, plus complex what-if scenario analysis.

## Planning & Reporting Challenges

The retail and wholesale industries are dynamic—constantly responding to changes in the economy. Rapidly growing retail companies need to plan for new store openings and ramp-up as well as frequent product changes. But they also need to protect profit margins in potentially weak sales environments.

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 needed 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 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.



#	Accounts	FY2016	Jan-2017	Feb-2017	Mar-2017
1	Metric				
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	659,142
5	Express - Avg Revenue	2,017,674	321,549	312,708	337,674
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	82,042
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	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

## The Adaptive Insights Solution

Adaptive Insights has been successful in helping many retail and wholesale companies streamline their planning and analysis with software that automates collaborative planning, reporting, analytics, and financial consolidation. You get a best-practice, active planning process to drive business success.

## Budgeting, Planning, and Forecasting

- 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 company level
- Plan with a 4-4-5 calendar, or create a custom fiscal calendar
- Model promotions, campaigns, and events with daily, weekly, monthly, or quarterly granularity
- 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

- Model personnel in a variety of sophisticated ways—by job title or by name, including fixed headcount and FTEs who flex based on drivers such as sales or store count
- 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.

## Reporting and Analytics

- Manage key metrics such as sales per square foot, markdown and markup type, gross margin, etc.
- Use reports to perform variance analysis, including to drill down into underlying transaction detail
- Distribute report books such as board packages via email for financial presentations
- Perform complex what-if analysis based on seasonality, economic conditions, promotion cycles, the ramp-up of new stores, etc.

Select Retail and Wholesale customers include:

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

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

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