

Helping you see into the future

Integrated planning and analysis software from Golden Orb

Accurate forecasts are key to running a business efficiently, but creating them can be difficult and time-consuming. The future is always uncertain, but good data and sophisticated analytics can help you to see ahead with greater clarity. We provide software solutions that can be customised to your business needs, so you have the best information at the touch of a button.

Features

- Project future sales & revenues
- Rolling P&L forecast
- Automatically update the plan based on actuals
- 'What-if' / scenario modelling
- Calculate return on investment
- Model and optimise costs
- Dashboard-style and crosstab reporting
- On-site or 'Software as a Service'
- Statistical and predictive analytics
- Specify absolute/incremental volume or percentage uplift for promotional sales
- Freeze forecasts at specified points in time
- Automated feeds (AX, SAP, Magento, Google Analytics etc.)

Benefits

- Identify and focus on most profitable activities
- Greater return on investment
- Increased efficiency
- Improved customer service
- Tighter cost control
- Reduced inventory cost with fewer stock-outs
- Streamlined budgeting process
- More productive and satisfied staff
- More accurate cash flow and profit forecasts
- No more disputes about numbers – a single version of the truth

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APPLICATIONS

- General business planning
- Sales forecasting
- Promotional planning and evaluation
- Direct marketing campaigns
- Evaluating capital investments

"Our partnership with Golden Orb has enabled us to have much greater oversight of our marketing spend. By helping us to identify profitable and unprofitable activities, GMS allows us to focus our resources where they can deliver the greatest ROI."

David Thatcher

Global Chief Executive, Direct Wines

"I would highly recommend the management services of Golden Orb who have helped design, support and maintain the Unilever sales planning tools"

"Our work with Golden Orb has greatly improved our ability to visualise our factory performance data, allowing us to identify sources of loss and improve our efficiency"

"Our experience of working with Golden Orb was excellent. They provided a very professional service both technically and creatively and delivered a high quality product in a very timely manner"

"The continuity campaign data is priceless. For a global company, having this data to compare campaigns from around the world is invaluable. It takes all the guesswork out of measuring ROI"