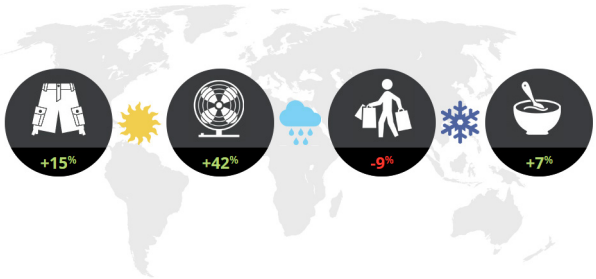
Integrating Weather Analytics Into Your SAP Environment

Available on SAP Store



No other external variable has the ability to shift consumer buying behavior as frequently, directly, and meaningfully as the weather. SAP and Planalytics have partnered to make sure your demand forecasts are factoring in never-ending weather volatility.

As a consumer-based business, you know that the weather influences the decisions people make every day — from what they are wearing to what they have for lunch to the activities they choose to pursue. This results in constant weather-based demand shifts that are a challenge for companies to measure and manage.

WEATHER CORRECTED = BETTER PERSPECTIVE

Planalytics and SAP have collaborated to provide a turnkey solution that enables you to quantify the volume or percent impact that changes in the weather have on product-level sales. Planalytics Weather-Driven Demand® (WDD®) calculates how much the weather alone affects demand by product, time, and location. Planalytics WDDs integrate into SAP's Customer Activity Repository (CAR), where they can be used in Unified Demand Forecasts (UDF) as well as other core SAP applications.

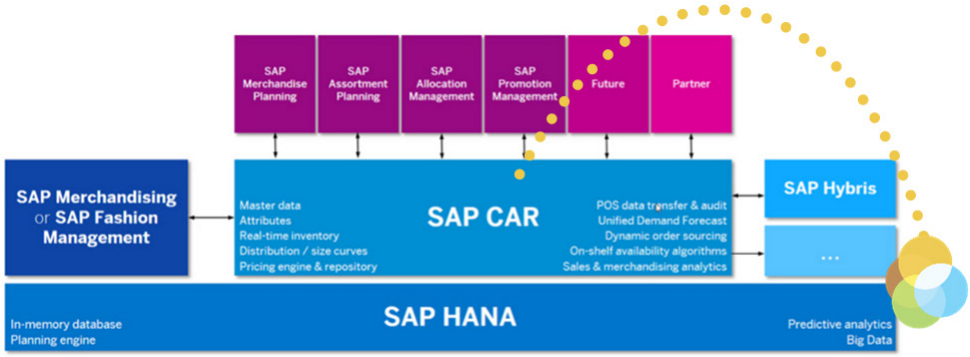
Business value is realized through two integration approaches

1. **"Deweatherize" historical sales.**

   This provides a more accurate, cleansed baseline for demand forecasts by adjusting for prior weather impacts.

2. **"Weatherize" or tune in-season demand forecasts.**

   This is accomplished by incorporating expected impacts based on near-term weather outlooks.



Planalytics WDDs integrate into SAP Customer Activity Repository (CAR) for use in SAP Demand Analytics, Unified Demand Forecasting (UDF), and additional applications.

Improve planning accuracy by **20% or more** for specific products

Increase total topline sales by **50-200 bps**

Increase net income by **2 to 6%** by optimizing inventories and reducing lost sales

GAINING A CLEARER PICTURE OF DEMAND WITH WEATHER ANALYTICS



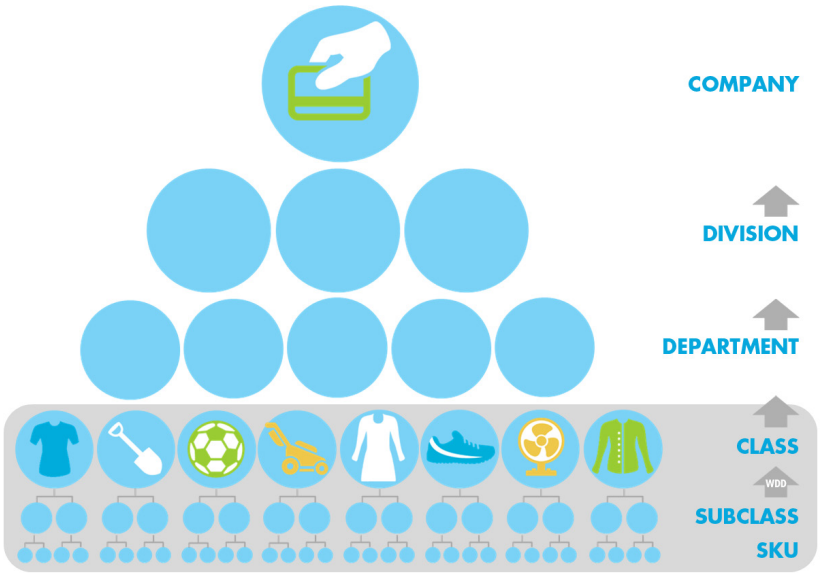
Aligning your business to meet consumer demand may start with historical sales data but it should certainly not end here.

Harnessing the value of Big Data analytics allows your company to respond to the abundance of variables that influence purchasing patterns. By seamlessly integrating Planalytics' WDD values into its demand algorithms and forecasts, SAP is enabling companies to very precisely account for the "weather factor."

Planalytics' WDDs put the weather in a business context (something that temperature and precipitation data cannot provide), distilling its impacts down to unit-/percent-based forecast adjustments.

PUT THE WEATHER TO WORK IN SAP

Planalytics WDD models are typically developed at the merchandise class/sub-class/SKU level, combining multiple years of sales and weather data across time periods and locations. These lower-level analytics feed seamlessly into your SAP environment and can be aggregated up to the level your company needs to effectively plan its business.



SAP SE is a German multinational software corporation that makes enterprise software to manage business operations and customer relations.

www.sap.com

Planalytics is a global leader in predictive Weather-Driven Demand analytics that help companies improve availability and sales, reduce inventory costs, and enhance profitability.

www.planalytics.com

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