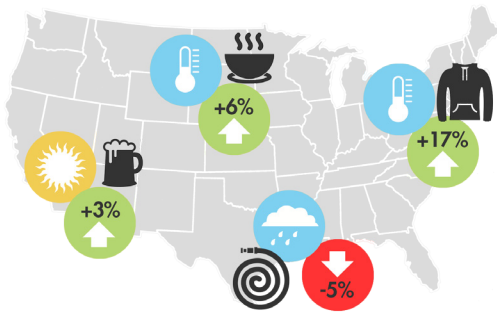


Improving Demand Forecasting with Weather Analytics



No other external variable has the ability to shift consumer buying behavior as frequently, directly, and meaningfully as the weather. JDA 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

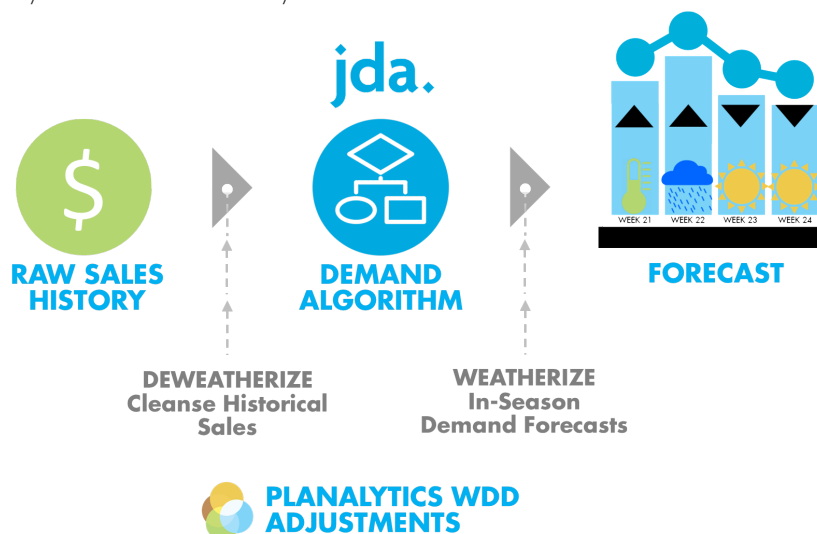
Planalytics and JDA have collaborated to provide a turnkey solution that enables you to quantify the volume or percent impact that changes in the weather have on product-level sales. Planalytics Weather-Driven Demand (WDD) calculates how much the weather alone affects demand by product, time, and location. JDA Demand forecasts are automatically updated and adjusted with Planalytics WDDs in two ways:

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.

On average, companies can realize a **5% improvement** in forecast accuracy across the total business.

More sensitive products can see up to **30% improvement** in forecast accuracy.

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 including those known as SNEW – Social, News, Events, and Weather. By seamlessly integrating Planalytics' WDD values into its demand

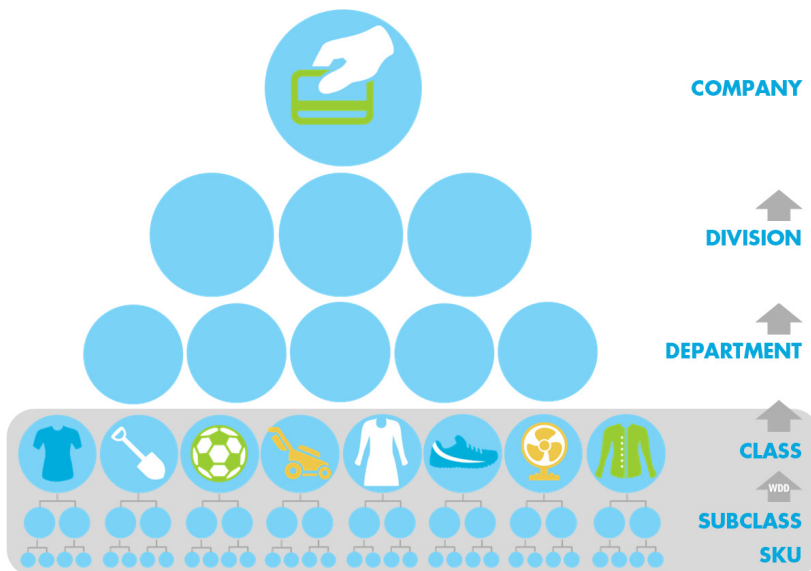
algorithms and forecasts, JDA is enabling companies to very precisely account for the "weather factor."

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 JDA

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 JDA environment and can be aggregated up to whatever level your company needs to effectively plan for the weather.



jda.

JDA Software is the leading provider of seamless supply chain planning and execution solutions for retailers, manufacturers, logistics providers and wholesale distributors. JDA's unmatched solution portfolio enables clients to reduce costs, increase profitability and improve visibility so they can deliver on customer promises every time. More than 4,000 global customers run JDA, including 72 of the top 100 retailers, 71 of the top 100 consumer goods companies, and 13 of the top 16 3PLs. With JDA, you can plan to deliver.

www.jda.com



Planalytics is the global leader in Business Weather Intelligence, helping retailers and suppliers precisely quantify weather-driven impacts and proactively plan for the opportunities and risks created by climate volatility.

www.planalytics.com