

GAINING A CLEARER PICTURE OF DEMAND WITH WEATHER ANALYTICS



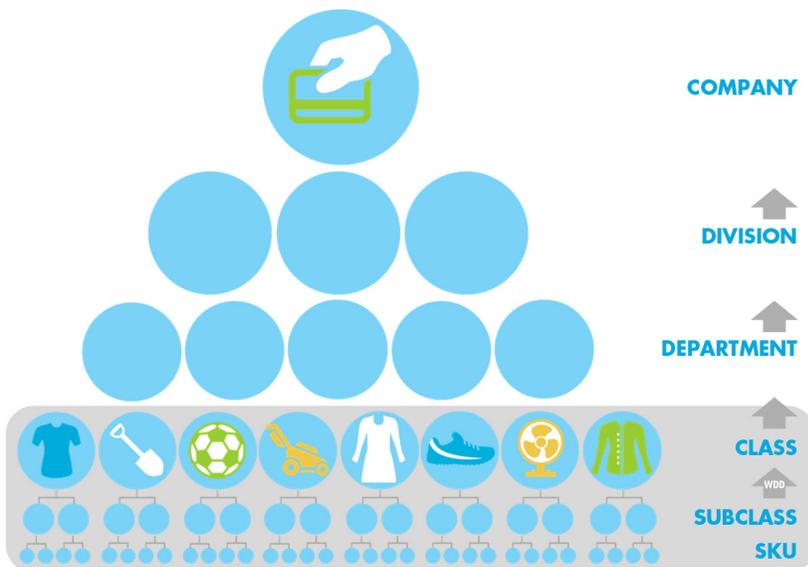
Aligning your business to meet consumer demand may start with historical sales data but it should certainly not end here. Harnessing the value of Big Data analytics allows your company to respond to the abundance of variables that influence purchasing patterns. By seamlessly integrating Planalytics' WDD values into its demand algorithms and forecasts, Island Pacific

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 ISLAND PACIFIC

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 Island Pacific environment and can be aggregated up to the level your company needs to effectively plan its business.



Island Pacific is a global leader in retail merchandising and store operations software solutions. Its team is passionate about finding ways to strengthen your relationships with your customers and seeking opportunities for you to drive revenue from new sources.

www.islandpacific.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

