



An **Aldata** Company

See the wood for the trees

A horizontal banner with a blue background. On the left, there are faint, semi-transparent data visualization elements like a bar chart and a pie chart. On the right, a close-up of a woman's face with dark hair and eyes is visible, looking towards the left.

Pro Act



ProAct has unique modelling and What-if functionality allowing you to look at your business in new ways...

With the volume of information available today, identifying the key business drivers is hard. ProAct consolidates all the information you need and offers powerful reporting and modelling functionality. With this data to hand, you can evaluate a variety of business strategies to then confidently make an informed decision.

www.aldata-solution.com

www.cosmic-solutions.com

ProAct

Why a decision support system?

Identifying the key drivers for your business from the huge quantity of data available can be a daunting task. A decision support system will highlight opportunities for growth and areas where overspend is impacting on profitability and present the findings in a format that is consistent across all departments.

..and the benefits?

Companies who use decision support tools have a greater understanding of the drivers which determine profitability. Using this information they can maximise their profitability by effectively managing budgets and optimising the range of products sold to each customer. Any threats identified can be counteracted by evaluating different strategies before the business is adversely affected.

Why ProAct?

ProAct offers unrivalled flexibility and modelling functions which combine to provide all the tools required to understand the profitability of your business. Reports and Graphs allow you to view the data from numerous perspectives ensuring that a complete analysis can be performed. It is rapid to implement and can be used by IT professionals and business managers alike. Unique analytical views to give a competitive edge to range planning Links easily into external data sources and facilitates cross referencing

A Client's View

Toms, a major confectionery manufacturer in the UK, is using ProAct, a decision support system from Cosmic Solutions, to help build its brand strategy and to manage its customers and products across different categories and sectors within the market for increased profitability.

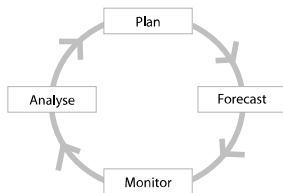
"We chose Cosmic Solutions' ProAct because it offered us exactly the right fit to meet our needs. We manufacture some 26,000 tonnes of confectionery in the UK, producing multiple lines for multiple customers. Much of what we produce is for the own label market and recent acquisitions meant that we faced a growing problem to know precisely which products and which customers offered the greatest profitability and potential for future growth. Simple analysis showed us that 20% of our business generated 80% of our profit but we still needed to know what the 20% was made up of!

"ProAct has enabled us to target the market more effectively, we now know where individual products will sell, for example by looking at the price points, allowing us to easily develop meaningful marketing strategies based upon consumer behaviour, while helping us to increase product placement through different channels."

Vispi Birdi, Finance Director
TOMS CONFECTIONARY

Application Areas

- > Profitability planning
- > Forecasting, both top-down and bottom up
- > Financial planning
- > Promotional evaluation
- > Account planning
- > Strategic Planning
- > Export planning
- > Supply chain planning
- > EPOS data consolidation



Generic planning cycle

Features

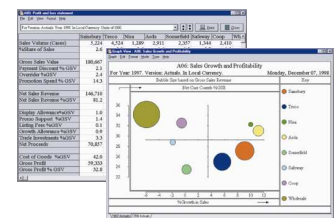
- > Flexible interfacing
- > Sophisticated forecasting, modelling and cost allocation techniques
- > Query and exception analysis including drill-down and data mining functions
- > 'What if' modelling using Scenarios
- > ProWeb Internet Reporting



Powerful scenario analysis

Benefits

- > Easy to use
- > Extremely rapid to implement
- > Compatible with a wide range of ERP systems
- > Easily matched to your particular planning processes
- > Fully customisable



Comprehensive reporting and graphing



Tel: + 44 (0) 1476 570500

www.cosmic-solutions.com

Email: cosmic@aldata-solution.com Fax: + 44 (0) 1476 568500

Aldata Cosmic, 6 Hill Court, Swingbridge Road, Grantham,
Lincolnshire NG31 7XY United Kingdom

