



LAMAR SOFTWARE, INC.
SPECIALISTS IN MANUFACTURING AND DISTRIBUTION

Multi Level Sales Forecasting

There are five sequential levels of forecasts available, although the forecasting process can be initiated at any of the five levels noted below. The levels in increasing order of detail are:

- Forecasting by product classes
- Forecasting by sales representatives
- Forecasting by sales territories
- Forecasting by sales regions
- Forecasting by part number with optional ship-to customer designations.

Within each of these five areas, any number of forecasts can be created, each of which will be addressed by a user defined forecast code.

The initial four types of forecasts can only be expressed in terms of value (dollars). The part number forecast can only be defined in terms of units, but these units will be extended into a value through the use of the item list price. In addition, the part number forecast also provides confidence factors that can be used to indicate a level of confidence in achieving the forecast projections.

The forecast levels permit a product class forecast to be rolled into a sales representative forecast (providing a higher level of detail), the sales representative forecast can be rolled into the sales territory forecast (with more detail), the territory forecast can be rolled into a sales region forecast (again, more detail), and, finally, the sales region forecast can be rolled into a part number forecast.

This sequence can be initialized at any level. For example, there is no problem in creating the part number forecast manually, without any forecast precursors or of loading the part number forecast directly from the product class forecast.