KENTIVO

PAULA

| The Product Life Cycle Advisor

WHEN YOU RECOGNIZE THIS....

You have many products and want to focus your efforts in sales & marketing where they have the biggest impact.

You would like to know which products are going to be the top-performers and under-performers in the future, so you are able to set the right strategy to increase revenue.

You want to anticipate what is going to happen with your product portfolio in the future without being distracted by short-term seasonal influences.

....PAULA WILL DEFINETLY BENEFIT YOU

BENEFITS

MANAGE REVENUE WITH REGARDS TO THE FUTURE

With PAULA you get an A.I. driven product life cycle advisor that supports product portfolio decisions in various industries by making predictions for the future. Paula lets you change from steering using the back-mirror to steering by looking through the windscreen towards the future.

When you are dealing with a large product portfolio you often have already metrics on how your products are performing based on past sales. However, it is very hard to get solid predictions for each product and the relations between them. How to identify whether actions are possible to improve the future performance of articles? Or how to know it is not worth the effort based on their stage in the life cycle?

With PAULA you can obtain specific predictions about the life cycle of products within their product portfolio, without the need to hire specialist consultants. With the help of this innovation, it is possible to anticipate the supply and demand cycles and to adjust the choices regarding business operations accordingly. PAULA even also helps you to understand graphs in human terms to make them more actionable.

PAULA gives you insight in the product life cycle your product will follow towards the future and what your top- and under-performers will be in the future. It gives you the tools to help products evolve to successful revenue-generating items.

Receive trustworthy predictions out of sales & market data on your portfolio

Find (upcoming) trends in your product mix

Be able to decide if intervention is necessary or a waste of time

Look into the future beyond seasonal effects

Make prediction for both high and low transaction volumes

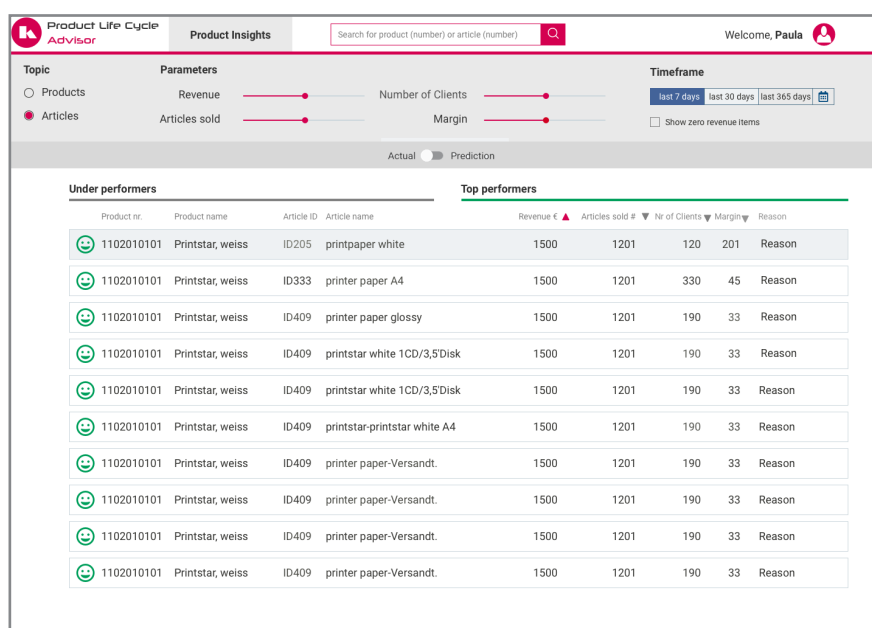Differentiate between sales and product management view

Receive continuous suggestions to maximize the future revenue from the total portfolio

HOW IT WORKS

Having insights in trends creates the possibility to make a valid prediction of the product towards its future behaviour. This way you can decide if intervention is necessary or a waste of time. Does an extra marketing campaign have a significant impact or is the money better spend somewhere else? This sounds great, doesn't it? But how would it work for you?

To start working with PAULA we need to let the sales & campaign data flow into PAULA. We need information like articles, revenue, number of items sold, number of clients and margin. PAULA makes use of API's and can integrated with any existing sales management program and tools.

When your data is in PAULA, you can use all advanced functionality that PAULA has to offer. At the first page you get an overview of expected future top-performing products and under-preforming products based on revenue figures, articles sold, margin and number of client's predictions. The importance of these key indicator can be set individually to

PARAMETERS AND TOP-PERFORMERS LIST IN PAULA
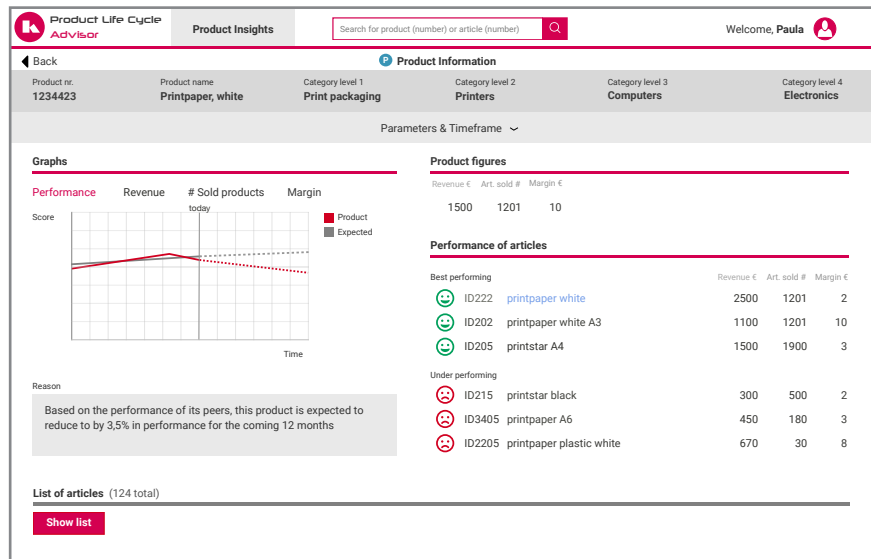
PRODUCT PAGE IN PAULA

enable you to adapt prediction to the business strategy. The performance of the products can be shown with actual values and in the future, together with the sales figures.

For each product or group of products you get insights in the current place in the PLC (Product Life Cycle). Based on a peer group, predictions are made of the PLC in the future. The PLC can be shown based on performance, revenue figures, articles sold, margin and clients. Corelated products, products that are often sold together, are shown per product group with an indication of the product performance. PAULA is fully customizable; every user can set its own product portfolio.

HOW DOES PAULA MAKE A TRUSTWORTHY PREDICTION?

Group products with similar life cycle together

Predict future based on place in life cycle and evolution of peers

Verify predictions using time travel (use for example past date to predict half year forward)

Give weight based on actual revenue or margin contribution so prediction of poor and good future performance are linked to success

---

PAULA GIVES YOU THE OPPORTUNITY TO.....

- See where product or groups of products are in the lifecycle over time, based on clustering of products

- Recognize trends in terms of revenue, margin, number of clients and number of articles sold

- Predict how products will evolve over their lifecycle and impact your business

- Identify sales cross-correlation between products towards the future

- Be alerted on products that require action to improve performance or to prevent products from getting classified in a lower category

KENTIVO

INTERESTED? CONTACT US

POSTHOORNSTR. 23
3011 WD ROTTERDAM
THE NETHERLANDS

INFO@KENTIVO.COM

+31-30 2077077