



Planning  
Forecasting  
Optimisation



# Company

Reflex Planning Solutions develops supply chain planning software that addresses the real challenges of running a business in today's markets. Our modules include:

- Demand Forecasting
- Inventory Optimisation
- Supply Chain Planning

Reflex was developed in collaboration with leading UK companies. Focussed on reducing cost and improving service, it will drive improvement throughout your Supply Chain.

Reflex facilitates effective and rapid decision-making. Quickly and easily, you can model alternative solutions, experiment with promotions, analyse margin and price effects, and view information from any perspective.

Reflex is revolutionary. It achieves levels of flexibility unchallenged by its competitors, allowing it to accommodate the unique features of your business and market.

*reducing cost  
improving service  
drive improvement  
rapid decision-making  
alternate solutions  
levels of flexibility*



**Driving  
Business  
Performance**

# Forecasting

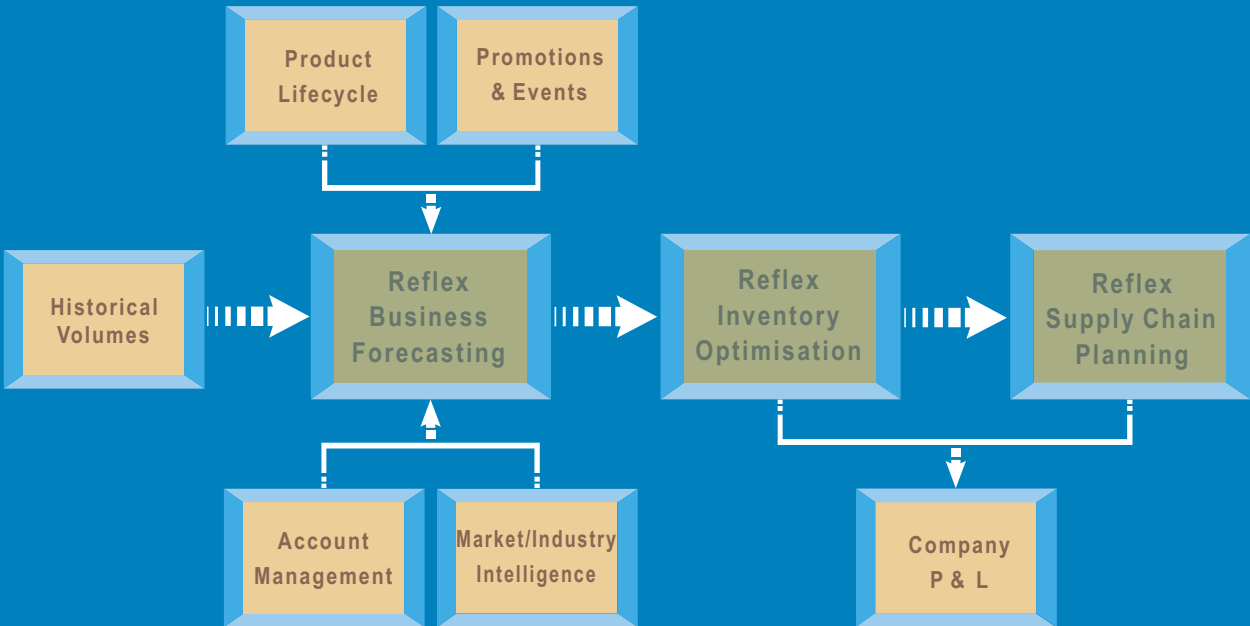
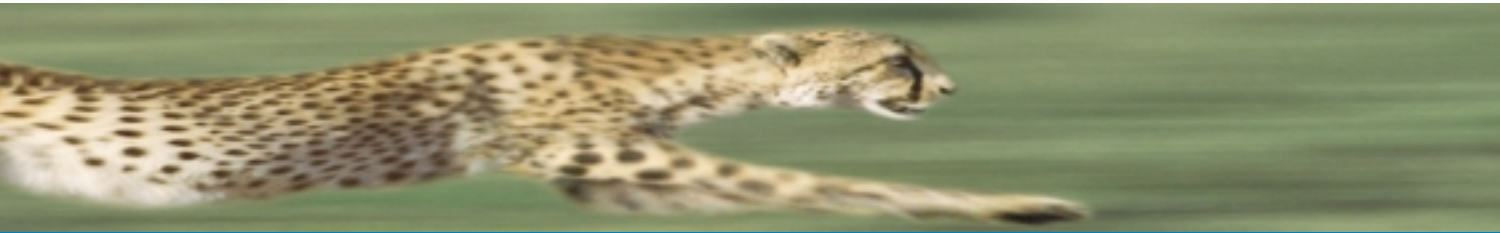
Reflex Business Forecasting breaks new ground. Unique features create real value for your customers, and take real cost out of your business.

Using multi-level forecasting techniques, Reflex dynamically calculates seasonality and trend, intelligently selecting the right algorithm for every product and group. It provides a highly effective forecast accuracy and alerts system that makes continuous improvement a way of life.

Reflex contains special features to manage promotional activity. It can model both events and promotions, and their financial benefits, with ease.

Any number of event and promotion types can be held in libraries, allowing Reflex to learn from the past and enhance future forecasts.

*unique features*  
*real value*  
*forecast accuracy*  
*continuous improvement*  
*financial benefits*  
*promotional activity*



# Advanced Forecasting

Reflex allows the user to manage the forecast from any angle. Customers can select tailored algorithms and Reflex will optimise forecasts using intelligent Best Fit tournaments and Goal Seeking calculations.

Reflex provides highly flexible security settings, making information sharing and collaboration a reality. The process of product life cycle management is easy. Reflex will even allow you to forecast items and families while they are only in concept stage.

Comparing forecast to budget and managing your financial processes is core to Reflex. Commercial considerations such as margin effects are easily monitored at any level.

At the heart of the Reflex lies an engine that will process data at high speed. In just a few minutes, Reflex will forecast even the most complex business.

*tailored algorithms*  
*goal seeking*  
*flexible security*  
*collaboration*  
*margin effects*  
*high speed*



Planning  
to  
Succeed

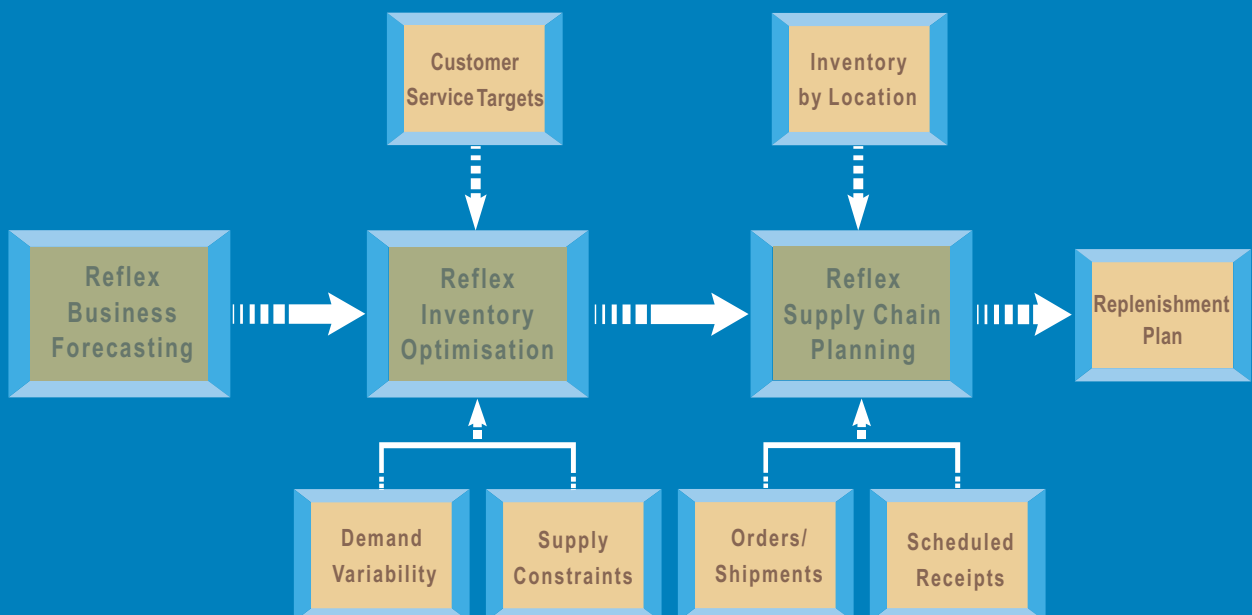
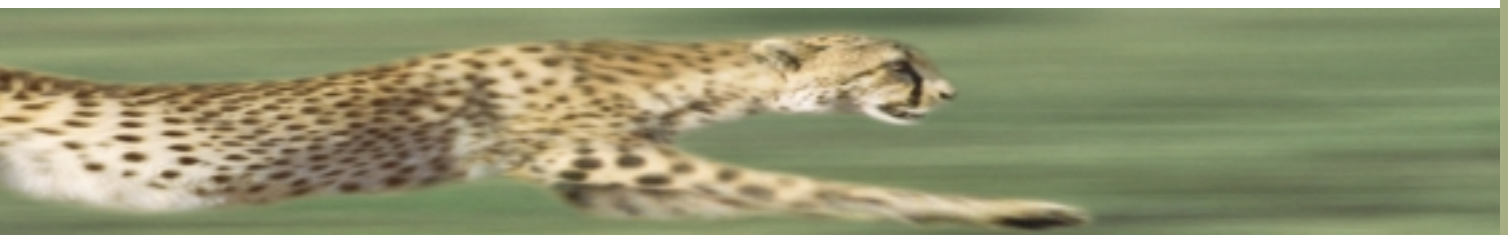
# Inventory Optimisation

Reflex Inventory Optimisation will reduce inventory *and* improve service. By modelling optimum time-phased inventory against target service levels, it helps decide how much to invest in stock.

A balanced stock profile will reduce inventory levels, obsolescence, warehouse footprint and capital investment. It will improve service, cash control, order fulfilment and brand reputation.

In just a few months, the benefits of balanced inventory can have a radical effect on business performance. Supported by an effective forecast, Reflex Inventory Optimisation provides a rapid return on investment.

*reduce inventory  
improve service  
target service levels  
balanced stock profile  
brand reputation  
return on investment*



# Supply Chain Planning

Reflex automates your production and distribution plan. It drives productivity and efficiencies, and provides visibility of product and material requirements. Using tailored supply chain algorithms, it generates a time-phased replenishment plan in monthly, weekly or daily periods.

Reflex enables planners to focus on creating an ideal schedule, and spend their time making informed decisions about resource allocation and customer service.

Reflex anticipates problems such as stock outs and obsolescence. It places balanced inventory at every point in your supply chain, presenting your business with economically sound options - and satisfied customers.

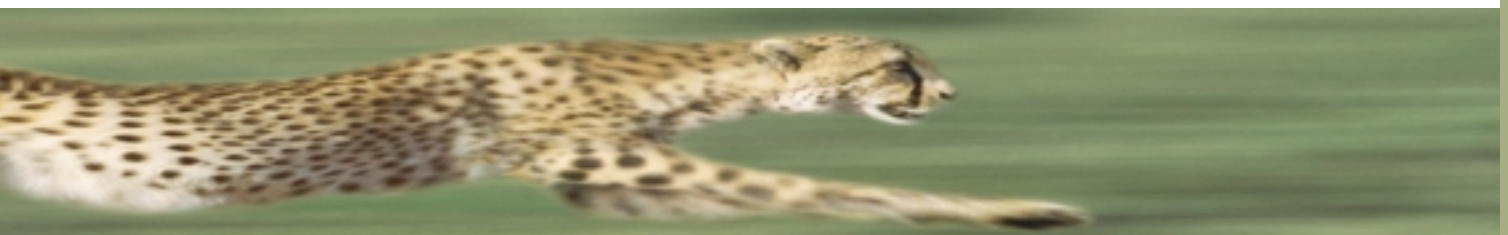
*drives productivity  
provides visibility  
informed decisions  
resource allocation  
anticipates problems  
satisfied customers*



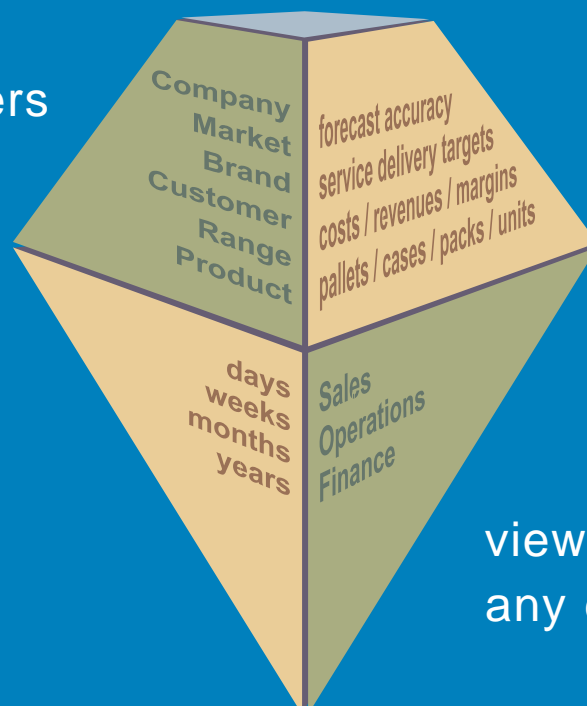
**Right product  
right place  
right time**

# Features

- multi-level forecasting
- flexible business hierarchies
- unique navigation tool
- extensive what-if capability
- multi-dimensional views
- individual user layouts
- budget performance analysis
- promotions management
- business event & profile modelling
- customised forecast algorithms
- best-fit tournaments
- one click seasonality
- top-down, bottom-up, middle-out
- goal seeking
- forecast accuracy
- traffic light alerts
- financial reporting
- value, cost & margin management
- flexible calendar options
- interactive 2D/3D graphics
- one click excel integration
- flexible security settings
- bespoke process options
- product life cycle management
- collaborative planning
- customer service driven inventory
- time phased safety stock
- automated replenishment plan
- supplier scheduling
- optimum supply chain inventory
- forecast consumption
- remote and internet access



One set  
of numbers



viewed from  
any direction



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