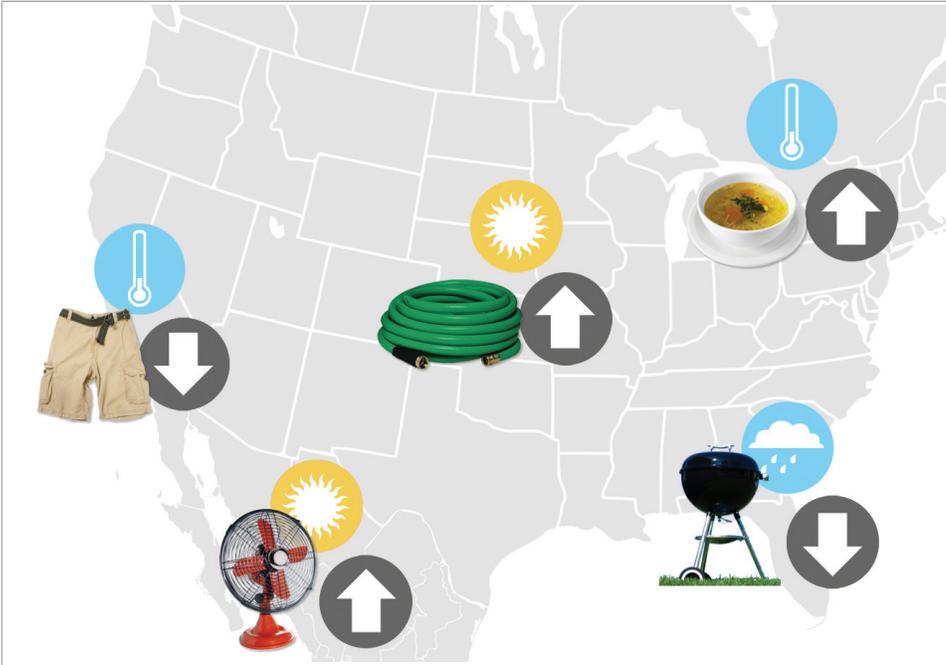


MEBC, Inc.
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Planalytics, Inc.
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Weather-Driven Demand Planning. Delivered.

Providing Intelligence on the Weather's Impact on Supply Chain Planning

The integrated weather-driven-shelf-connected supply chain. MEBC and Planalytics have partnered to build greater awareness of the impact of weather and climate conditions on an organization's ability to plan effectively across their supply chain. MEBC and Planalytics will be targeting all industries with heavier focus on retailers and suppliers of consumer packaged goods, especially JDA Software customers, to introduce them to the value of integrating business weather intelligence into their Demand Planning process. Collectively our goal is to provide our clients with a competitive advantage that can be leveraged to introduce promotions at the optimum time and to better manage inventories based on the projected start and end of a season.

Partners to Provide JDA Customers with Integrated Weather-Driven Demand Planning

Integrating the demand forecast with weather analytics data. MEBC and Planalytics are working together to develop enhanced functional and technical integration of JDA Demand with Planalytics Business Weather Intelligence. Our collaboration has produced solutions that build upon the Planalytics Weather-Driven Demand (WDD) intelligence that is currently accessible through JDA Demand.

DID YOU KNOW. . .

Recent estimates indicate that 30 percent of gross domestic product is directly or indirectly affected by weather and climate.
Insurance Services Office, Inc.

The word "weather" is used 119 times in the latest report compiled by the Federal Reserve Bank.

CNBC report on the Federal Reserve's latest "Beige Book" report (March 4, 2014)

A recent study discovered the yearly economic cost of the weather was found to be \$485 billion.
National Center for Atmospheric Research (NCAR)

How equipped are you to plan for this year's weather conditions?

MEBC and Planalytics Demand Planning Solutions

Automating the Integration of Planalytics Weather Intelligence to Manage the Forecast within JDA Demand

Today, demand planners review Planalytics WDD information through the JDA Demand Workbench and make business decisions to manually modify forecasts based on the information. MEBC and Planalytics have developed an approach to integrate the weather intelligence data during the 'Calculate Model' process to provide demand planners with a more complete picture of the impact weather could potentially have on their demand forecast.

- **Planning Process Integration.** Weather intelligence becomes a core factor in your demand planning process rather than an adjustment after-the-fact.
- **Streamlined Integration.** Embed WDD data directly into the JDA Demand forecast calculation without the need for manual adjustments.
- **Enhanced Decision Support.** Fully integrating WDD intelligence into the planning process to support fact-based decisions for supply chain execution processes downstream.

How Do We Do It?

It starts with process integration. We begin with an end-to-end assessment of our client's demand planning process to understand the factors that influence the demand forecast. Our approach also assesses the need for potential changes to other organization-wide aspects to the planning process. For example, we review how nimble your S&OP process is to actually incorporate this added intelligence into your supply chain execution plans?

Implementing the weather-driven demand planning. We then begin to run through scenarios to determine the best course of action to integrate the WDD intelligence. This can be achieved through

- implementing overrides to the statistical forecast;
- developing data driven events; or
- inputs into the consensus / collaborative forecast

Depending upon the strategy developed, we then work with our clients to highlight suggested changes to execution plans. For example we may recommend certain inventory rebalancing procedures or perhaps develop a strategy to hold back certain weather-impacted items.



About MEBC, Inc.

Founded in 2002, MEBC is an employee owned professional services organization. We focus on providing world class supply chain planning system implementation and advisory services to global leaders in manufacturing, sales, distribution, service, and sourcing intensive industry verticals.

As a JDA Software Partner we have performed over 50 client project engagements. Our unique implementation approach - MEBC ADM & Toolkit™ - has won consecutive awards for innovation and client success. We have also been recently recognized by Gartner as a leading JDA implementation partner.

MEBC is headquartered in the suburbs of Philadelphia, PA with partner ventures in South America and in Europe to support our global clients. Learn more at www.mebcglobal.com.



About Planalytics, Inc.

Planalytics is the singular global source of Business Weather Intelligence – the actionable information companies need to understand and optimize the impact of weather on their business. Powered by an unparalleled database of weather's financial and volumetric impacts, proprietary forecasting technologies and market-specific expertise, Planalytics' Business Weather Intelligence is essential to any company, in any industry, looking to effectively shape strategies, pinpoint opportunities and make more profitable decisions.

Planalytics North American headquarters is located in Berwyn, PA with European headquarters in London, UK. Learn more at www.planalytics.com.