



*"if you can look into the seeds  
of time, and say which grain  
will grow and which will not,  
speak then unto me"*

William Shakespeare

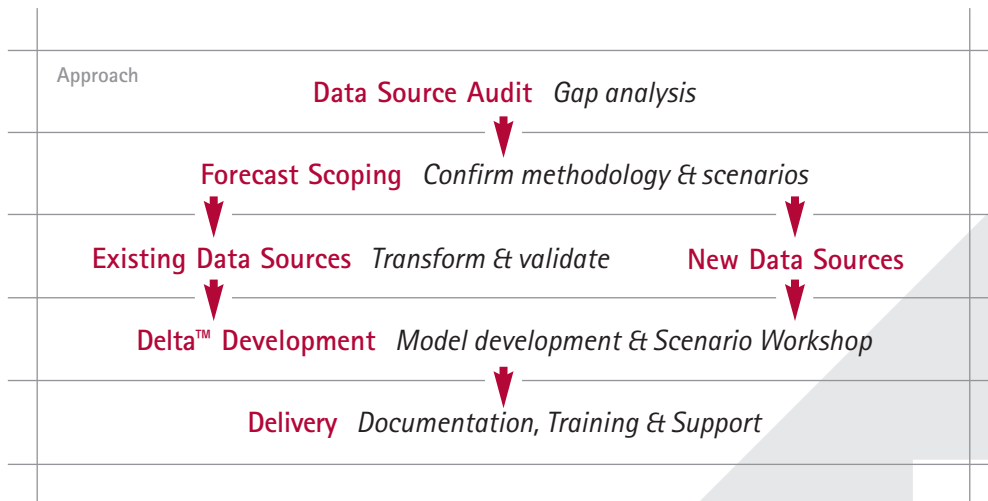
delta™ - forecasting and modelling



# delta™ - forecasting and modelling

## Process

delta offers a versatile approach to modelling & forecasting, via a robust process which can be applied to many marketing & organisational challenges. Each solution is bespoke to the client, incorporating tried & trusted elements.



## Applications

- Short to medium term stock & sales forecasting challenges
- Scenario planning & evaluation
- Sub-national level forecasts (e.g. Regional or PCT level)
- Portfolio review & long term planning

## Advantages

- Utilises data readily available in-house or from existing suppliers
- Iterative development approach leads to solution closely meeting client needs
- Scenario planning options
- User friendly interface

## Case Studies

- PCT level forecast in large Primary Care driven market led to fundamental change in strategy & resourcing
- Bottom-up multi-country rollout in specialist care provided pan European perspective
- Long range forecasts, scenario development & risk analysis supported decision making in portfolio review

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