



## MILLIONS OF MODEL-READY LEADING INDICATORS

ERIN Indicators is a world-class collection of high quality time series data that are ideal for predictive analytics, Big Data analytics and BI reporting.

With 2+ million datasets from more than 250 trusted sources, ERIN Indicators cover just about any external factor that can influence a business—industry trends, demographics, macroeconomics, consumer behavior, online activity, weather patterns and more.

### GO-TO SOURCE FOR REAL WORLD DATA

Say goodbye to hours-long Internet searches, questionable sources and incomplete data. With ERIN Indicators, companies get a comprehensive set of external leading indicators that are:

- |                                                                                                                   |                                                                                                                                                                                                                           |
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| <p><b>Analysis-Ready</b><br/><b>Context-Rich</b><br/><b>Proven</b><br/><b>AI-Powered</b><br/><b>Exclusive</b></p> | <p>Clean, current and well-formatted<br/>Tagged with industry, geography and more<br/>Validated in 1,000s of predictive models<br/>Made more relevant with machine learning<br/>From unique or hard-to-access sources</p> |
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Companies that leverage the predictive value of external indicators have a market value two to three times higher than those that do not. ERIN Indicators make it easier than ever to find and use data from outside an organization's own four walls.

### ANY ANALYTICS ECOSYSTEM



A company can work with ERIN Indicators using Prevedere's ERIN Engine or bring the data into their own analytics environment. Prevedere can set up a data feed to a data lake or data warehouse, or import indicators into popular BI and analytics tools via an open API and pre-built connectors.

## EXTEND THE VALUE OF BUSINESS ANALYTICS WITH ERIN INDICATORS



### GAIN NEW INSIGHTS

Make smarter business decisions, informed by real world trends and performance drivers



### EMPOWER THE ENTERPRISE

Advance analytics initiatives in every department, from data science to the C-suite



### SAVE VALUABLE TIME

Quickly access and update the right data to accelerate time-to-value for analytics projects



### MAXIMIZE INVESTMENTS

Enhance existing BI, analytics and Big Data platforms, processes and teams

### ERIN INDICATOR PACKAGES

Companies can choose from a variety of packages to get the indicators that are right for their business—whatever the industry, geographic markets or enterprise data strategy. An Enterprise subscription enables unlimited, company-wide use of the data.

**ALL-INCLUSIVE**  
 2M+ Indicators | 250+ Sources | Global Coverage  
 168 Industries & Vertical Markets | 8 Macroeconomic Sectors

  
 Industry

  
 Macroeconomics

  
 Financial

  
 Demographics

  
 Social

  
 Weather

**GEOGRAPHY**

- US
- Canada
- Europe & Asia

**INDUSTRY**

- Consumer Goods & Services
- Retail & Wholesale
- Manufacturing & Materials
- Travel, Hospitality & Entertainment
- Construction & Engineering
- Energy & Fuels

**MACRO/FINANCIAL**

- Macroeconomic (US)
- Stock Market & Financials

All packages come with onboarding, technical support and **FREE TRIAL ACCESS** to Prevedere's AI-based predictive analytics software. The software can be used to identify the most relevant indicators for a business, build more accurate forecasting models and enhance decision making across the company.

### SAMPLE DATA SOURCES



### CASE STUDY: GLOBAL AUTOMOTIVE COMPANY

**A global auto manufacturer desired to reduce time and resources spent to identify external leading indicators. Their data teams wanted industry specific data that was immediately available for their ML analysis methods. The company wanted to ensure this external data was in the same format and on the same platform as their internal data.**

#### METHODOLOGY

ERIN Indicator's ranked data sets in the Manufacturing category were directly integrated into company's Azure Data Lake. The company then expanded their request to include all ERIN Indicators into their Azure Data Lake. Newly updated ERIN Indicators were appended to the company's data lake weekly.

#### RESULTS

- Company's data team was able to collectively save over 80 hours per week on data gathering, testing and cleaning
- Company's data team was able to run 3x the analyses and testing in a month
- External and internal data was seamlessly integrated for access by existing BI tools

