



## PLANNING FOR 2021 AMID UNPRECEDENTED UNCERTAINTY

Gain clarity during the COVID crisis with economic scenario planning for enterprises

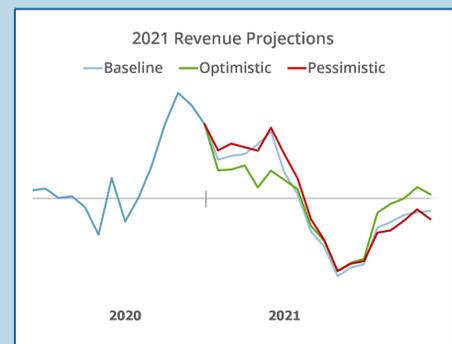
Planning during a pandemic is an extraordinary challenge. The tightly coupled global health and economic crises have given rise to a world of uncertainties. A host of new external variables—school closures, cancelled sports seasons, wild swings in unemployment and consumer sentiment—are impacting business performance, with uneven effects across industries and regions.

These tumultuous times demand a new approach to planning. Companies can't rely solely on internal data and steady state assumptions. Instead, plans must incorporate external factors and their expected impact. And because today's environment is so dynamic, planning must be iterative and more automated.

### ECONOMIC SCENARIO PLANNING

Prevedere's economic scenario planning solution helps companies plan in this time of unprecedented turmoil.

Our AI-powered platform models future business outcomes for three plausible macroeconomic scenarios under COVID-19: Baseline, Optimistic, and Pessimistic. The econometric models leverage data from around the world to project the influence of external business drivers and current economic, consumer, health, and financial conditions. A team of economists customize, review, and regularly update scenario plans to give executives actionable planning insights for 2021 and beyond.



Project the impact of COVID-19 on future performance



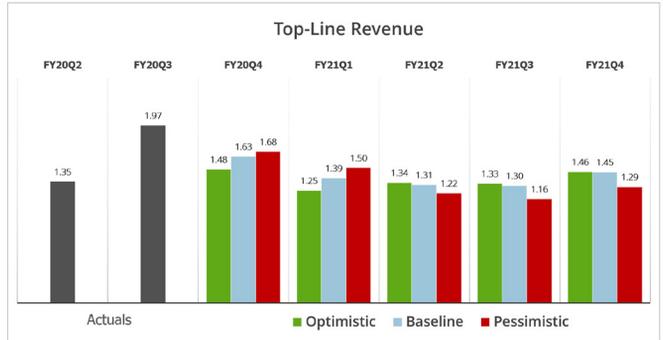
Improve strategic, financial, and operational planning



Mitigate risk and stay alert to signs of economic recovery

INSIGHTS TO IMPROVE PLANNING DURING UNCERTAIN TIMES

Prevedere’s scenario plans are a valuable input to strategic, financial, and operational planning. Companies can better understand how the COVID economy might affect future outcomes and prepare for different eventualities: the pandemic dissipates or persists, the economy rebounds or falters, unemployment rises or falls, etc. What’s more, regular scenario updates allow companies to mitigate emerging risks and take advantage of the first signs of a recovery.



COMPREHENSIVE ECONOMIC SCENARIO PLANNING SOLUTION

Prevedere brings together the three capabilities needed to plan during uncertainty. Our all-in-one solution can’t be matched by vendors that offer only data, predictive analytics, or consulting services.

1  **A World of External Data**

Prevedere’s global data cloud features millions of datasets from 1,000s of sources covering 200+ countries. They include proven leading indicators plus the near-term, high-frequency data required to track today’s rapidly changing conditions—like COVID cases, Google trends, mobile payments, and store foot traffic.

2  **AI-Powered Econometric Models**

Our AI-powered econometric modeling engine builds 1,000s of custom models in minutes, and machine learning improves them over time. Companies can adopt and iterate scenario planning quickly, affordably, and at scale—across operating units, geographies, and product categories.

3  **Deep Economics Expertise**

Senior economists draw on decades of experience to help clients interpret and use their scenario plans. The team offers an objective evaluation of unfolding events, plus insights into upcoming headwinds, tailwinds, and inflection points. As a result, leaders can plan and act with greater confidence and economic intelligence.

MACROECONOMIC SCENARIOS FOR COVID-19

Prevedere’s three macroeconomic scenarios take into account diverse government, consumer, financial, economic, and pandemic-related factors. Our economists closely monitor a variety of consequential signals and developments: case counts, stimulus measures, business restrictions, unemployment levels, consumer spending, credit availability, and more. The team also incorporates the perspectives of experts at the Federal Reserve, JPMorgan Chase, Goldman Sachs, the World Health Organization, Nielsen, and many other leading organizations.



Scenario Dimensions



Visit [www.prevedere.com/economic-scenario-planning](http://www.prevedere.com/economic-scenario-planning) for more information.