



Areté, Inc.  
23 Route 31 North  
Pennington, NJ 08534  
Phone: (609) 737-1212  
E-mail: sales@areteinc.com

## **Prevail 6.0 Café™ Modeling now Available**

Pennington, NJ - Areté Inc., a firm specializing in supply chain management solutions, has announced that Prevail 6.0 is now available and based on Café™, a powerful new automated forecasting engine specifically developed to achieve the highest levels of forecasting accuracy utilizing Areté's own proprietary technology. Through the use of configurable forecasting models and model hierarchies, Café works behind the scenes to create extremely accurate forecasts.

Café methodically looks for subtle relationships between different types of market information (Pricing, Promotions, Exceptions, Trends, etc.) and constructs multi-leveled models based on those that have historically predicted sales consistently. Unlike many other forecasting tools, Café imposes no defined limit on the number of models or causal factors that can be used in developing model hierarchies and regressions. Café allows you to define and manage these model hierarchies and regressions specific to the causal factors that drive demand within your business. You can also offset these factors so that forecasts can be driven off of events and pricing that have either just occurred, or are about to occur. Café intelligently uses these factors by detecting whether they should be included for each forecasting combination one by one, only choosing the factors that are driving the demand for that specific combination.

Areté's approach not only works behind the scenes, but also provides planners with the tools they need to perform intelligent forecast analysis. For this purpose, Prevail 6.0 offers scores of new forecasting process metrics. Planners can instantly define reports using the multi-dimensional Meta-Query Engine. With this tool, planners can select ways to view the data based on location, product, market, or time hierarchies. The Prevail 6.0 Meta-Query Engine makes it simple to create reports including sales, forecasting accuracy, and error dispersion grouped by category, location, and timeframe.

Planners who wish to manage their own forecasting models can refer to a wealth of analytical information for assistance and edit the Café settings through a simple user interface. Café allows planners to utilize simulation techniques to find the best-performing Café configuration for their business. Areté consultants are also available to set up and periodically tune the settings as needed. Once the Café settings are custom-configured, the system will work behind the scenes to create the forecasts. Prevail 6.0 Café requires no additional daily tasks for the Prevail user.

### **About Areté, Inc.**

Areté is a privately held firm based in Pennington, NJ that is committed to delivering elegant supply chain management solutions. Since its inception in 1984, Areté has listened to the needs, requirements, and requests of hundreds of clients and has used that input to develop a suite of software that is powerful and tailored to meet the specific needs of the beverage industry. Areté has built its reputation on advanced, effective software design and implementation, as well as excellent product support. Supply Chain management software from Areté, Inc. is the choice of many manufacturing plants and distribution centers worldwide. For more information, visit [www.aretinc.com](http://www.aretinc.com).