



## SaaS Demand Forecasting and Management



**Jamsheed Iqbal**  
CEO

**CEOCFO: Mr. Iqbal, what is the concept behind Causometrix?**

**Mr. Iqbal:** The basic principal is that businesses can prepare better for the future and increase their profits when they are able to accurately predict the demand for their products. Having spent several years implementing demand planning and supply chain solutions, we realized that there were glaring gaps between what the customers needed and what our competition offered. Most of the software applications available are either over complicated or overpriced. In some cases, they make the demand forecasting process cost more than the savings that it generates. We have worked with large Fortune 500 companies, as well as small businesses and the one common challenge that we found was the shortage of people or resources with the required analytical skills to exploit the full potential of their planning applications. That is because the products come with a great deal of parameters that make them difficult to understand and use. The other thing is that most products require a large upfront investment in software licensing cost, high consulting fees for implementation, investment in hardware and also the ongoing cost of support and maintenance.

**CEOCFO: What have you developed to address the problems in the marketplace?**

**Mr. Iqbal:** We truly believe that product demand evaluating can be interesting, fun and exciting. Therefore, we decided to create an offering that will solve the problems that I just mentioned. We take the mystery out of demand forecasting and make it possible for businesses of any size and from any industry, to benefit from our technology while creating a wonderful user experience. Our customers can focus on what they do best, which is run their business. Causometrix allows them the ability to ensure they have the right products, at the right place and at the right time. That is our value proposition.

**CEOCFO: Would you walk us through a typical engagement?**

**Mr. Iqbal:** When our project begins, we take a very problem solving approach. We realize "One size does not fit all." At Causometrix, we tailor a custom solution for our customers, while making sure that we are not creating something that they themselves cannot control or maintain. At Causometrix, with 35 to 40 years of experience in the executive team, we implement solutions that will address our customers' unique needs. This experience has allowed Causometrix the ability to provide shorter implementation timelines than compared to our competition. Our competitors' 6-month implementation timeline has been reduced to a couple of weeks with the Causometrix product and methodology. So to recap, there is: Discovery, Data Analysis, and Implementation. It is really that simple.

**CEOCFO: How do you understand what a company really needs?**

**Mr. Iqbal:** That goes back to experience. After having worked with so many different customers, what we realized is that they tend to overlook certain aspects of their business. We take a step back and look at the big picture holistically. At Causometrix we look at our customers entire value chain. We don't just look at our customers' business and what they do. We make sure we clearly understand how they are interacting with their partners, suppliers, distribution channels and with the end consumers. Many times the one problem that we found many organizations was that they operate in silos. Finance does not communicate with Purchasing. Purchasing does not communicate with Operations. Operations has no clue what is going on in Sales. At the end of the day, it is very easy to see why things are not working as efficiently as they should be.

**CEOCFO: Are most companies realizing that having big data analytics may not be good enough?**

**Mr. Iqbal:** That is a good question. With the advancement in technology - with the availability of big data and cloud technology, we can expect to see a huge disruption of this whole software sector. Mobile and in memory computing is becoming more and accessible, and the cost of storage has been continually getting cheaper. In addition, things are

getting so competitive that businesses are realizing that they need to invest in advanced and intelligence systems to even survive in today's market. The ones that are not doing that are going under, no matter how long they have been around, it is only a matter of time. At the same time, there are certain industries that have not even been touched by these technologies, especially in the small to mid-sized markets where there are many opportunities that are going untapped. Slowly businesses are realizing that predictive analytics, especially, can really help them make better decisions and reduce their costs due to losses. That is something that businesses and executives are beginning to recognize.

**CEOCFO: *How are you reaching out for companies to know that you can help them?***

**Mr. Iqbal:** We have different channels that we are going through from a marketing standpoint. Our presence on social networking sites has driven a great deal of interest. More than anything, we have developed the personal relationships over the years that are helping us grow organically. Rene' Jones, one of our founding partners, has been in the supply chain industry for around twenty-five years. I have been doing this for almost fourteen years. Therefore, all of this has helped us in reaching out to the right people. Between us, our network is very extensive.

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**CEOCFO: *When you or your team are talking with a prospective customer, is there an aha moment when they understand the difference, depth and value of what you do?***

**Mr. Iqbal:** Absolutely! What helps us sell is our product itself. We have spent a great deal of time and effort in creating a very user-friendly insightful product and one of our biggest differentiators is our user interface. When a potential customer sees Causometrix for the first time, and they see the kind of visibility that is provided at different levels within the organization all on one screen. That is something that they love! Then when they see our dashboards it becomes much more than an "Ah Ha" moment. It becomes something almost magical.

**CEOCFO: *Put it all together for our readers. Why choose Causometrix?***

**Mr. Iqbal:** If customers are looking for a quick return on their investment, do not want to make a large investment and get locked in to exorbitant consulting fees, then choose Causometrix. We ensure you have the right product, in the right place at the right time.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: [www.causometrix.com](http://www.causometrix.com)**

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