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# MarketMethods

by  
Applied Methods

“Improving demand management with superior market intelligence and automation”

Statistics

Analytics

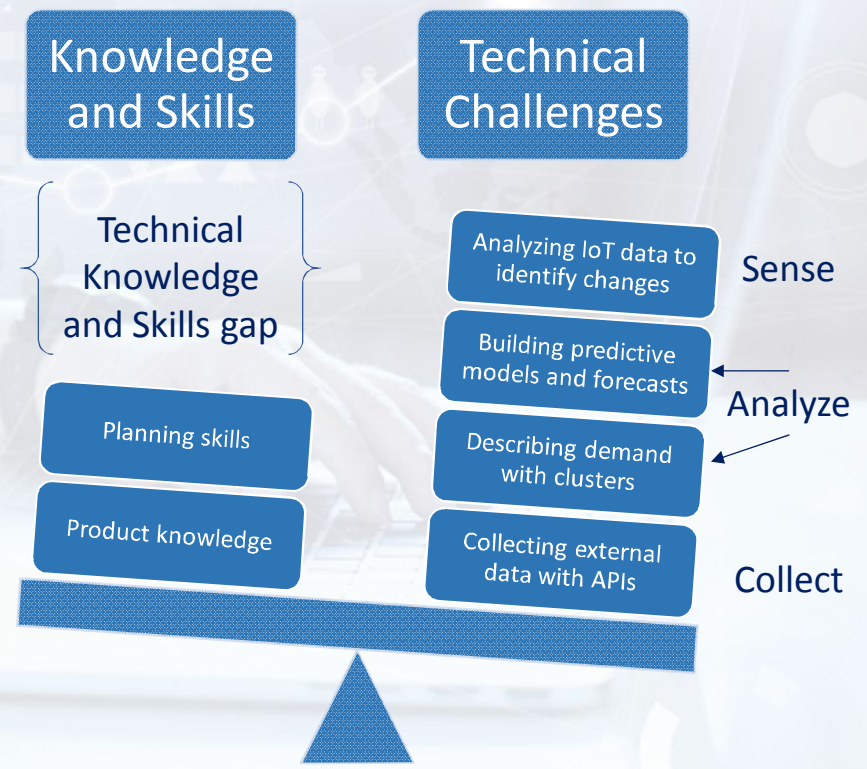
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# The influence of demand management



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# The technical knowledge and skills gap with analytics



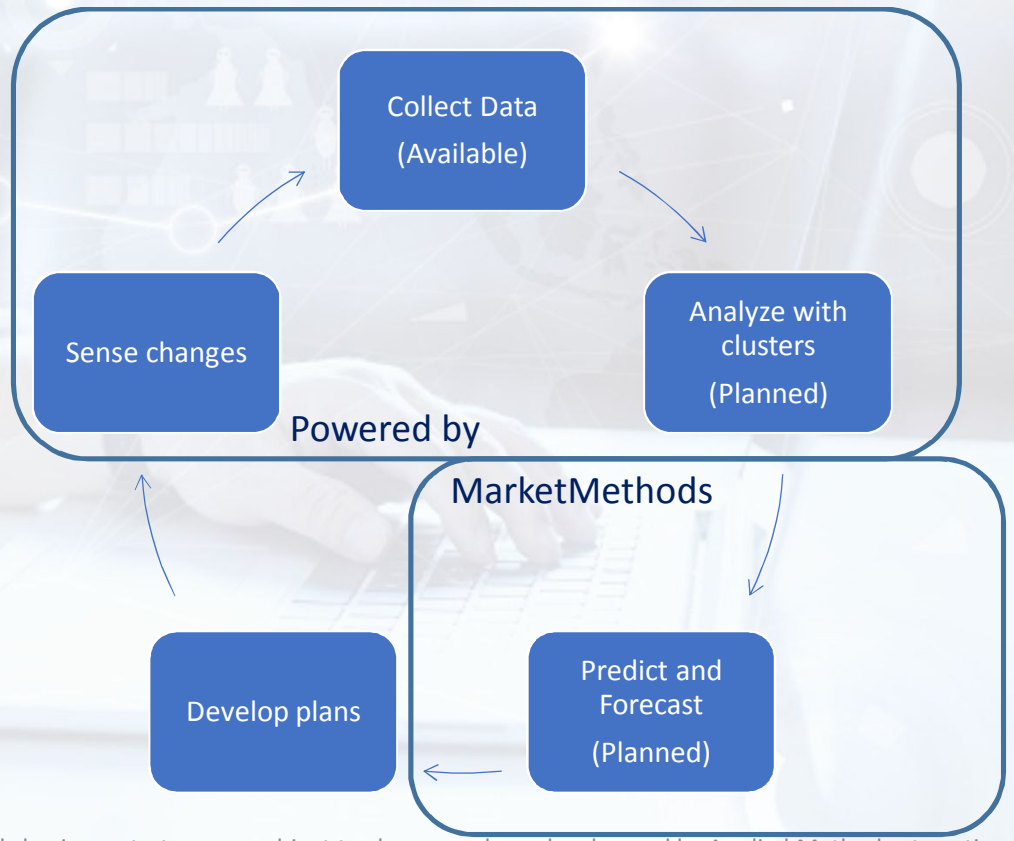
\*The prediction step includes both predictive models and forecasts

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# Demand Analytics with MarketMethods

## Key Benefits

- Save time collecting data and building forecasts and predictive models
- Increase forecast accuracy
- Improve product/service delivery
- Reduce returns, complaints, and other costly issues associated with product availability
- Mitigate risks with new product/service releases



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# MarketMethods Solution Overview

- Key Features**
1. Built on Microsoft cloud technology
  2. Delivers geocoded results to facilitate story maps and hierarchies to support drilldown interaction
  3. Industrial algorithms automate analysis

Acquire  
and analyze  
with any tool  
that connects to  
an OData API

Syndicated Data



Statistics

Open Data



Analytics

Sales History

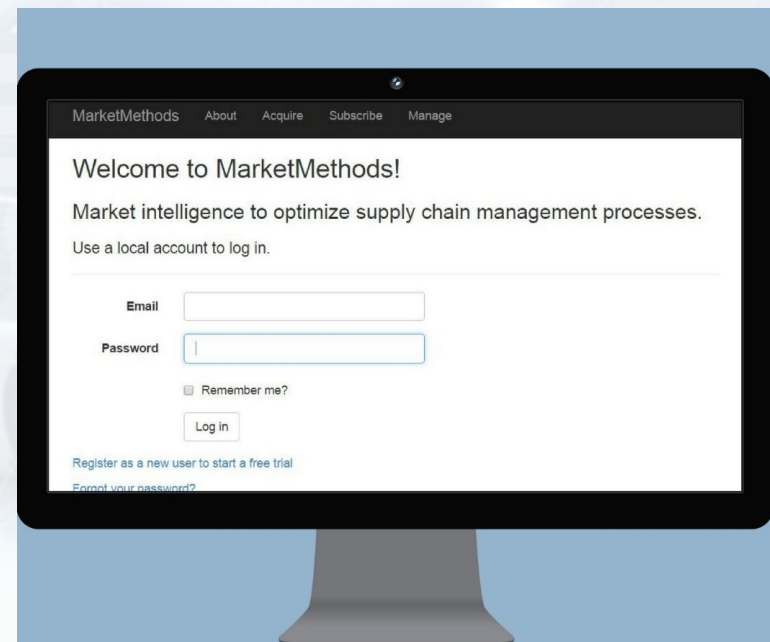


OData API  
Delivery



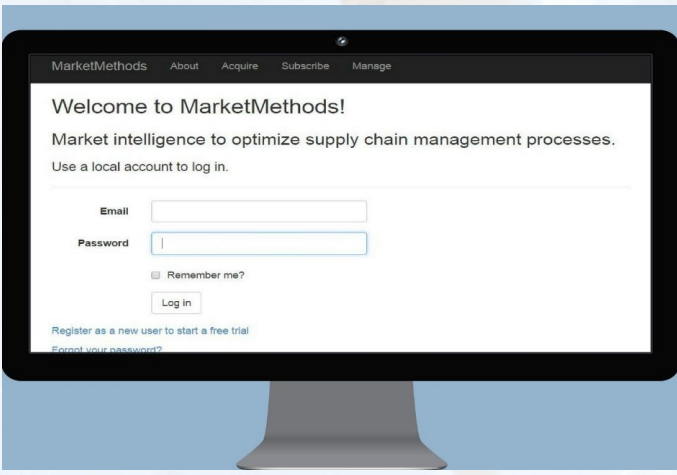
# MarketMethods sample use cases

- Automating external data collection processes
- Building demand models and forecasts
- Sensing changes in the market
- Enhancing customer intelligence

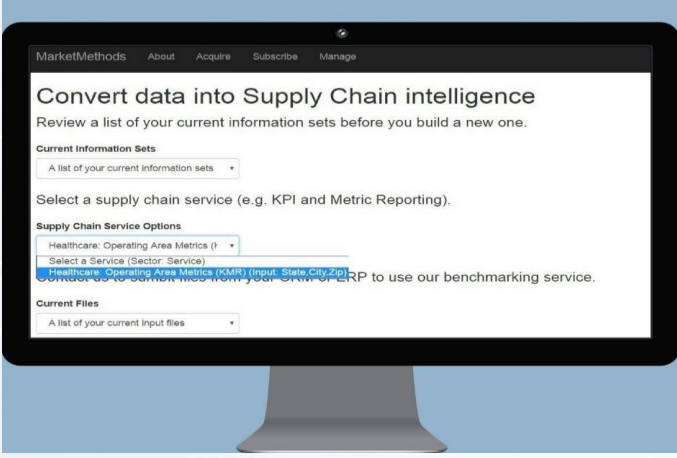


# Getting started with MarketMethods in four steps

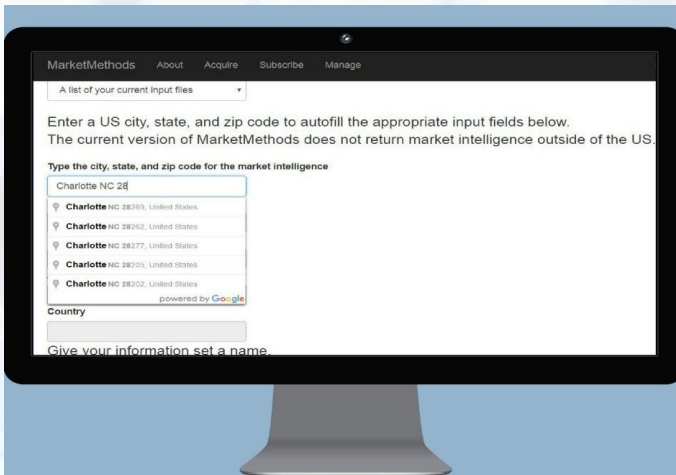
1. Register



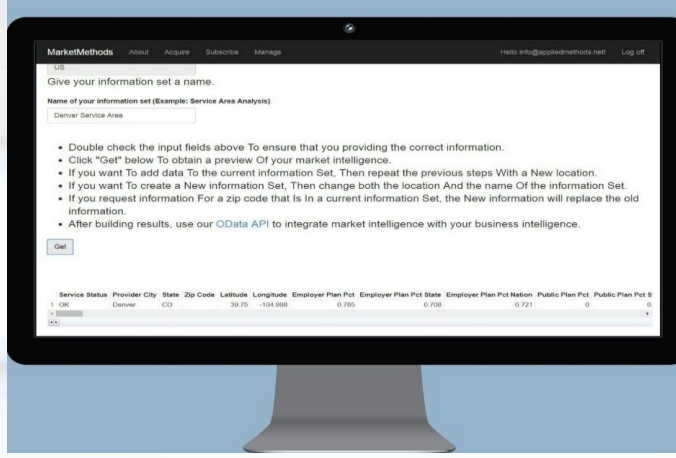
2. Select a web service



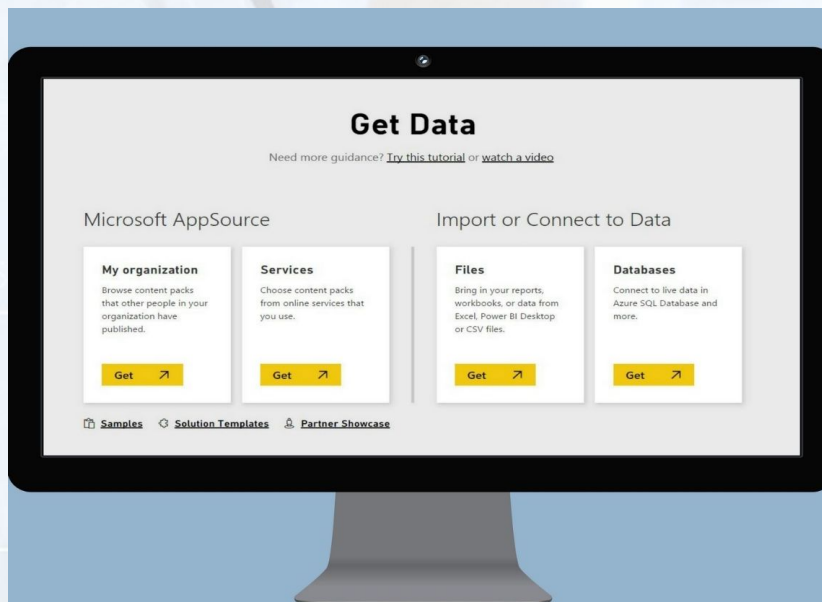
3. Enter city, state, zip code in the search box powered by Google (Enterprise customers can input sales history.)



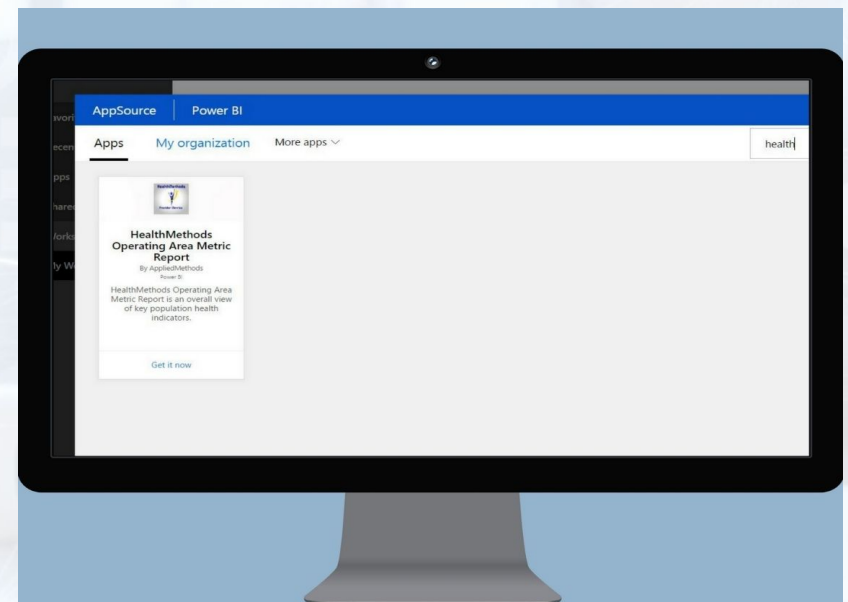
4. Click "Get" to acquire, preview, and save results. The results are accessible with any planning tool that can connect to an OData API.



# Using MarketMethods with Power BI



After clicking Get Data in Power BI service, click Get in the services tab to open the AppSource portal of content packs.



Enter the word “Applied Methods” in the search box to find content packs for MarketMethods.



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# MarketMethods Subscription Plans

## Developer

- Unlimited API calls

## Analyst

- Unlimited API calls
- Solution templates
- Hierarchies to support drilldown interaction
- Unlimited cloud storage
- Build market intelligence reports

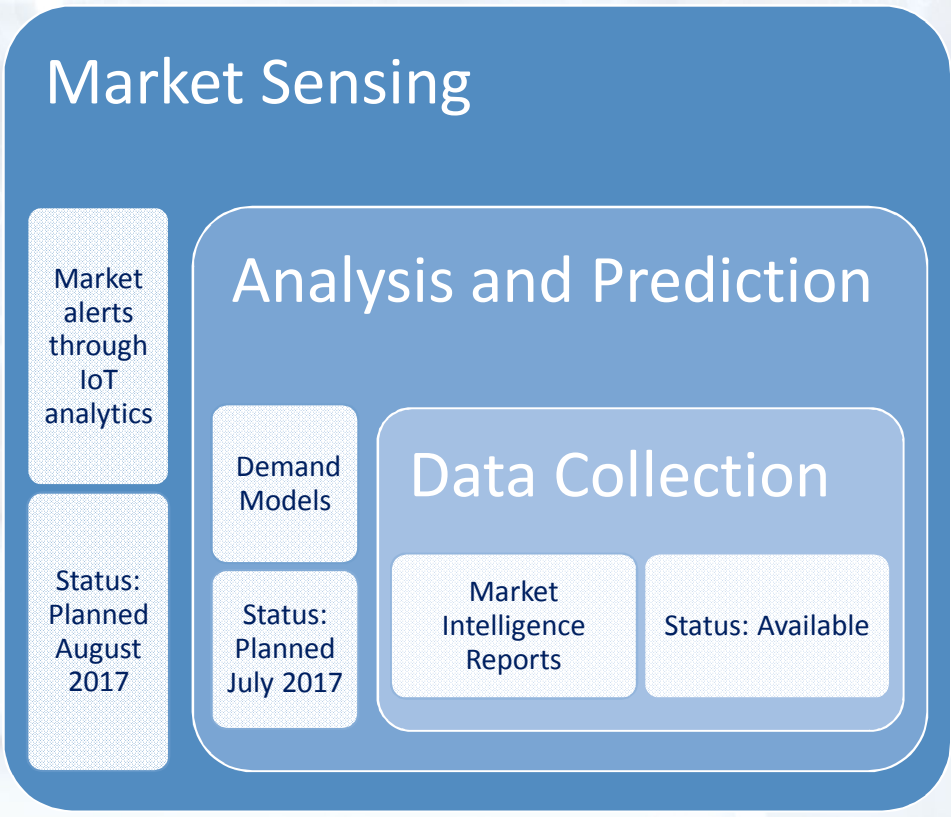
## Enterprise

- Unlimited API calls
- Solution templates
- Hierarchies to support drilldown
- Unlimited cloud storage
- Build market intelligence reports
- Input sales history
- Analyze with customer clusters
- Build demand models
- Receive alerts when market conditions change

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# MarketMethods Product Roadmap

- Geographic coverage
  - US
- Current industry coverage
  - Hospitals
  - Specialized Health Services
  - Drug Manufacturers
  - Drug Stores
  - Public Health Departments
- Planned industry coverage
  - Restaurants
  - Grocery stores



# MarketMethods Resources

- Applied Methods: [www.appliedmethods.net](http://www.appliedmethods.net)
- MarketMethods: <https://marketanalytics.azurewebsites.net/>
- Twitter: @AMethods
- Blog: [blog.appliedmethods.net](http://blog.appliedmethods.net)