Press Release

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Forecasting – 85% Accurate & 100% Automatic:

Occulus Inc. adds Automated Forecasting to its industry leading Sales Analysis Software.

With the release of it's forecasting module Occulus has solved the two biggest problems currently plaguing the forecasting process;

1. **Accuracy:** The Occulus Forecast is based on the proven Occulus deal analysis and will produce a forecast that is greater than 85% accurate on a deal by deal basis
2. **Time:** The Occulus forecast is 100% automatic, which frees up all the 'sales time' currently consumed by the forecasting process.

"The sales force spends huge amounts of time preparing, reviewing and iterating forecasts, on a quarterly, monthly and weekly basis, that is both necessary and time consuming. We believe there is significant benefit to be gained by providing sales management with a forecasting system that automatically produces an accurate forecast at any time. The basis of the Occulus forecasting module is the deal analysis that is the foundation of Occulus and enables us to produce a forecast at the touch of a button that is greater than 85% accurate. ", stated Mel Harding of Occulus

No one argues the importance of the sales forecast, and yet everyone agrees that it is an inaccurate and time consuming process. Missed forecasts can and do cause significant problems for a company as a whole, such as: a drop in share price, reputation of management, and much more.

Occulus relieves the sales manager of this time consuming, highly subjective and error prone task by automatically creating an accurate forecast in real-time.
Occulus creates the forecast exactly how a sales manager creates a forecast; one deal at a time. Each deal in the pipeline is assigned a Forecast Worthiness Rating that is based on the deal analysis; A for Commits, B for Upside and F for Omit and since the process is fully automatic, every time the sales rep updates the opportunity record with new information its rating is also updated and the forecast is updated. Sales management need never worry whether or not the forecast is based on the latest information available, with Occulus forecasting, it always is.

Occulus produces a Gap Report to help close Quota Gap.
Mr. Harding further pointed out; "While an accurate forecast is critical, it is not enough. Most of the time there is a gap between what's being forecast and the quota amount: The Quota Gap. The challenge of sales management is to close the Quota Gap before the end of the quarter. Occulus assists sales management in this regard by producing the Gap Report (The War Room) that identifies all non-Committed deals that have the highest probability to be closed. If that is not enough to close the Quota Gap, Occulus reaches into the next quarter to identify the deals that have the highest probability of being brought into the current quarter.

With Occulus, sales management can automatically produce an accurate forecast; monthly, weekly, daily or even hourly.
The need for sales management to meet with the sales reps to create a new forecast is eliminated, saving a significant amount of 'sales time'. A recent forecasting study by Vantage Point Consulting found that for organizations that produce weekly forecasts sales managers spend more than a day a week gathering data and creating the forecast and the sales reps spend nearly 3 hours or more a week.   With Occulus forecasting, all that time is given back the sales manager and the sales reps to do what they do best...SELL!

For additional information, please visit our information website at: www.OcculusInc.com or contact us at info@OcculusInc.com