

Forecasting at Illumina – Quick Reference Guide

Sales Forecast vs Budget

Sales Forecast is an iterative estimate of future sales that ultimately informs corporate financial guidance and provides our supply and manufacturing partners with correct signals to ensure we have the appropriate product mix to support customer demand for a certain fiscal period.

Budget is a one-time yearly estimate of sales that ultimately informs corporate financial guidance and provides our supply and manufacturing partners with correct signals to ensure we have the appropriate product mix to support customer demand for a certain fiscal year.

Why do we Forecast

- To provide realistic performance expectations to internal and external stakeholders
- To capture anticipated inventory demand to ensure products are available to meet customer needs
- To better understand high level business direction

Who is responsible for Forecasting

TAM/SAM /PAM	DSM/RSD	PCR	Sales Ops	GM/Finance /CCO
TAM / SAM / PAM are responsible for entering forecast in TM1	DSM.RSD review forecast that have been entered by TAM/SAM/PAM	Product Care Reps are responsible for entering service contract renewal forecast in TM1	Frontline support for sales forecasting / opportunity management	Finance & GM consolidate revenue forecast for Executive approval and reporting

What tool is used to Forecast

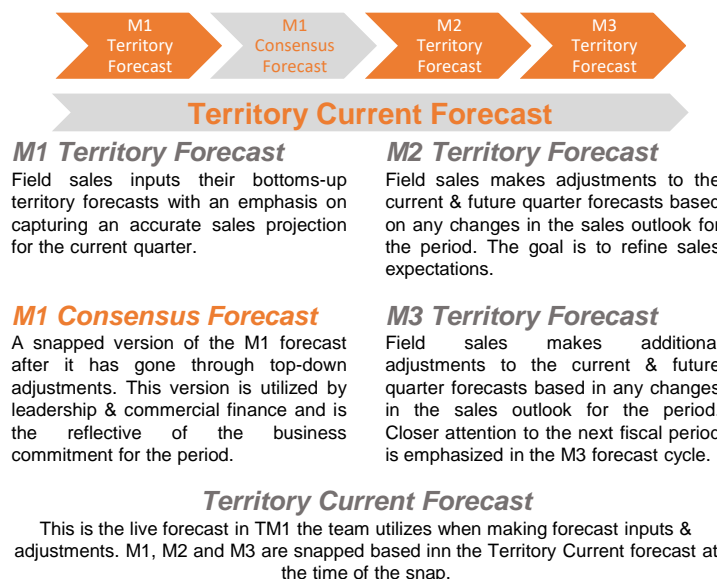
Forecast inputs are made in IBM Planning Analytics (formerly known as TM1), which is the source system for forecast information and syncs with SFDC and SAP three times a day

Link: <http://go/salesforecast>

Forecasting Timeline

Forecasting is completed **3 times per quarter** during fiscal periods **M1 (Week 1)**, **M2 (Week 5)**, **M3 (Week 9)**

Forecasting Process and Versions



Forecasting Inputs in Territory Nodes

Forecast inputs are made in specific territory odes: **Key Account Groups** and **'Other'** and then aggregate together to form a full territory sales forecast.

Key Account Groups

- Typically represent the largest accounts in the territory
- Set as part of the yearly sales planning process and can be changes quarterly with sales leadership approval

'Other' Account Groups

- Includes all remaining accounts that are not part of the Key Account Groups
- Treated as a single forecasting bucket to capture expected business outside of the Key Account Groups

Other Important Items

- Forecast data in TM1 is always **real-time**
- **Suggested Browser:** Google Chrome
- **VPN Access:** must be on VPN to access
- **Access:** Determined by ETM assignment
- **Data Refresh:** 3 times a day (10:00 am, 09:00 pm, 03:00 am GMT)

Need Help?

Contact salesops_EMEA@illumina.com