
Background

In 2023, a global US FMCG company asked **Tellusant** to work as partners in integrating a medium to long-term forecasting tool into their strategic process.

Approach

Over 3 months, **Tellusant** created, in collaboration with the client's global strategy organization, the tool based on **PoluSim**'s underlying structure and populated it with client category data. It made heavy use of **TelluBase**.

Tellusant updated the design, with the client defining the specifications and usability requirements.

Outcome

The finished tool covered 50 countries, 6 categories, and 5 price segments. It predicted these 10 years into the future for strategic planning and resource allocation purposes.
