



# CASES OF USING AGATA ALGORITHMS SELECTIVELY FOR THE PERIOD 2003 - 2018

2003-2006

MANUFACTURER OF PERFUMERY AND COSMETIC PRODUCTS  
TURNOVER \$200 MLN



Planning accuracy	99%
Revenue growth	+ 32% (according to the Company's own data)
Profit growth	+ 38% (according to the Company's own data)
Cost reduction	by 8% (according to the Company's own data)
Sales growth in the CIS	+ 42% (according to the Company's own data)
Retail turnover growth	+ 9% (AC Nielsen)
Knowledge growth	+4 p.p. (TNS Gallup)
Reduction of the average duration of development of new products	-42% (according to the Company's own data)
Improving the quality of new product development (reducing the number of revisions after putting into production)	+ 20% (according to the Company's own data)

2007-2008

MANUFACTURER OF PERFUMERY AND COSMETIC PRODUCTS  
TURNOVER \$130 MLN.



Planning accuracy	103%
Growth of the company's market share	+ 18% (according to Euromonitor)
Revenue growth	+ 15% (according to the Company's own data)
Gross profit growth	+ 33% (according to the Company's own data)

2010 – 2011  
TELECOMMUNICATIONS OPERATOR  
TURNOVER ~ \$1,5 BLN.



Planning accuracy	98%
Reduced the number of marketing employees	by 51% (up to 45 people)
Reduced advertising budget	by 35%
At the same time, the effectiveness of advertising costs has been increased	by 8 times
Growth of the company's share in the telecommunications market of the territory	from 42% to 44% (according to ROSSTAT)

2016 – 2018

ROOFING MANUFACTURERS ASSOCIATION  
MARKET SECTOR TURNOVER ~ \$500 MLN.



Market share growth in the segment of pitched roof	by 5.5 p.p. (from 11% to 16.5%)
Growth of sales for the period	+ 27%
Planning accuracy	101%

2017-2018  
DRY MORTAR MANUFACTURER  
TURNOVER \$60 MLN.



Planning accuracy	90%
Sales growth	+ 7%
Revenue growth	+ 11%