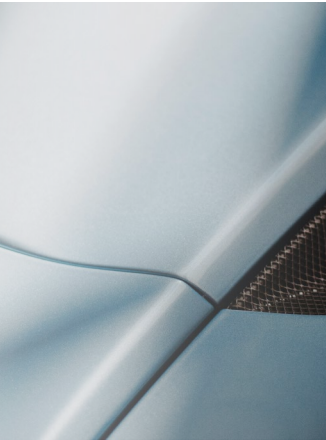


Turning Market Data into Profit Intelligence.

www.campfire-interactive.com



In an industry defined by volatility, visibility is everything.

Campfire's **Volume Forecast Analyzer** transforms complex automotive production data into actionable insight—helping suppliers align faster, forecast smarter, and win more profitable business.

Why It Matters

Automotive programs shift constantly—volumes fluctuate, SOP/EOP dates move, and new models emerge overnight. Without clear visibility, suppliers risk missed revenue, over-capacity, or lost share. The Volume Forecast Analyzer closes that gap by giving your team a unified, real-time view of global program activity, directly connected to your sales and quoting strategy.

What it delivers.

Market & Pipeline Intelligence:

Provides insight into the Total Addressable Market (TAM). Replaces manual Excel analysis with automated tracking of lifetime program volumes, sourcing opportunities, and date shifts.

Proactive Sales Enablement:

Flags new and dropped programs, identifies replacement opportunities, and auto-populates new pursuits within Campfire.

Forecast Accuracy & Financial Performance:

Provides instant visibility into OEM production shifts and variance trends—reducing commercial claims and protecting margins.

Capacity & Program Readiness

Stronger alignment with OEMs' production SOP/EOP shifts and supply chain disruptions. Tracks SOP/EOP changes and service-only periods to optimize production planning and pricing discussions.

Leadership Clarity

Delivers real-time dashboards for account executives and executives, ensuring the entire organization operates from the same source of truth.

The Outcome.

Campfire's Volume Forecast Analyzer empowers automotive suppliers to **turn data into foresight**—aligning with OEM changes before they impact revenue, reclaiming time for strategic selling, and strengthening financial performance through precision visibility.

**Smarter insight.
Faster alignment.
Stronger margins.**

That's the Campfire advantage.



Contact us.

**For more information, or to
request a demo:**

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