# Crystal Ball®

## Decisioneering Services implements Crystal Ball to dramatically improve stock performance forecasting time from one stock per hour to 700 in half an hour

A large investment and brokerage firm hired an expert at Decisioneering Services to use Crystal Ball to automate their stock performance forecasting process and cut hundreds of hours of manual labor while maintaining accuracy.

### At-a-glance...

Regional investment bank and brokerage firm

Automating the forecasting of stock performance

Create a customized model with CB Predictor to predict five years into the future

Dramatic time-savings while still maintaining accuracy

"The expert at Decisioneering Services that I worked with was very accessible, always willing to help, easy to communicate with and anticipated my needs."

**Kevin Caron, Ryan Beck & Co.**

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### THE SITUATION

Ryan Beck & Co., a regional investment bank and brokerage firm offers investment advice to individual, corporate and institutional clients.  Kevin Caron, a Marketing Strategist at the firm, creates financial models that forecast the future stock performance of individual companies.  Kevin then uses Ryan Beck's proprietary methodology to rank these companies so that he can suggest investment opportunities to clients.

Kevin and other market strategists at Ryan Beck manually forecast stock performance, spending hundreds of hours each quarter on this task.  Using this method Kevin and his colleagues are able to forecast stock performance for 400 companies every quarter.  Kevin was looking for a way to automate this process, and wanted the knowledge and experience of an expert, so he called Decisioneering Services.

### THE SOLUTION

A Decisioneering Services consultant worked with Kevin and created a model that pulled 12 different sets of a historical data over a period of 20 quarters for each company.  After pulling the data into model, a customized version of CB Predictor was applied to forecast future stock performance.

### THE RESULTS

Working over the course of one day, the Decisioneering Services consultant and Kevin created a Crystal Ball solution that was able to forecast the stock performance of about 700 companies every 30 minutes, with the same accuracy found in Kevin's manually created models.

Working with Decisioneering Services, resulted in an immediate increase in production time from being able to forecast one company per hour to almost 700 per half hour.  Ryan Beck is now able to analyze thousands of companies in a matter of hours and suggest a larger range of potential companies to clients in which to invest.  In addition, the hundreds of hours of time savings have allowed Kevin and his colleagues to focus on their principal duties as opposed to spending time forecasting future stock performance.

### ABOUT DECISIONEERING SERVICES

Decisioneering, Inc. and the Vose Consulting Group, long-established experts in their respective fields, have joined forces to provide comprehensive Crystal Ball software and Risk Analysis training and consulting services.  For over 20 years, Decisioneering and Vose Consulting have helped industry and government make better decisions in the face of risk and uncertainty through the highest quality risk analysis methods.  Decisioneering Services is dedicated to developing the tools, training and solutions that individuals and companies need to better calculate, communicate and diminish their business risks.