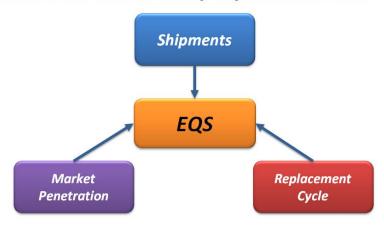# The Best Market Sizing and Forecasting Methodology and Application Ever Built

Daniel Research Group's EquilibriumSolver™ (EQS) is a **powerful** and **efficient** new approach to forecasting technology products and services markets or market segments by simultaneously forecasting Unit Shipments, Installed Base Units, and the Replacement Cycle. **EQS** produces forecasts with superior **descriptive**, **predictive**, and **explanatory** properties than any other forecasting methodology, while significantly **reducing** analyst and management invested **time**, and therefore providing **cost savings**.

Most existing published forecasts for consumer and enterprise technology products are based on analysis of historic shipments. A few also consider market penetration rates. **EQS** incorporates a third variable, the Replacement Cycle. The strength of **EQS** derives from the interrelations between these three variables. Each of the variables is independently forecasted, as well as being forecasted as a function of the other two. Equilibrium is achieved when the independent forecasts match the dependent forecasts.

∞∫∆ Daniel Research Group EquilibriumSolver

The independent forecasts of the Unit Shipments are based on time-series analysis of historic shipment data and growth rates. The independent forecasts of Installed Base are based on Adoption/Penetration models. The independent forecasts of the Replacement Cycle utilize an algorithm developed by **Daniel Research Group** that computes the installed base retention and retirement rate distributions.

Units exit an installed base for three reasons -
- Loss or damage beyond repair
- Failure due to age, and wear and tear
- Elective or incented obsolesces.

In most products, obsolesces dominates the process, driven primarily by successful new replacement product or services introductions. The parameters governing the Replacement Cycle reflect economic, demographic, technological, and other market trends and shocks.

EQS model implementations may also include additional components that produce additional forecasts of -
- Value of Units Shipped, and Prices
- Depreciated value of the Installed Base
- Units retired or removed from the installed base
- Monthly or Quarterly Forecasts
- Units in the distribution channels
- Market Segmentation

These additional outputs address the forecasting needs of those firms and industry organizations servicing aftermarkets, as well as those producing and marketing aftermarket product and services.

EQS also significantly reduces the time and cost of producing, modifying, and updating forecasts by providing analysts with an **inventory of powerful modeling tools** that may be applied to each of the three primary views of the market. By **reducing invested time and costs**, more accurate and detailed forecasts can be generated facilitating scenario analysis, as well as rapid response to client requests.

More Information

EquilibriumSolver™ was developed by **Daniel Research Group,** a leading expert and consultant in the field of forecasting technology products, services, and markets. For 30 years, **Daniel Research Group** has worked with major technology market research firms and organizations, as well as mid-sized and boutique firms, and individual consultants, helping them improve the quality and accuracy of their forecasts, while significantly reducing their invested analyst and management time.

For more information about **Daniel Research Group** or the **EquilibriumSolver™**
Contact - Steve Daniel
Steve@DanielRG.Com
(617) 484-6225
www.DanielResearchGroup.com.