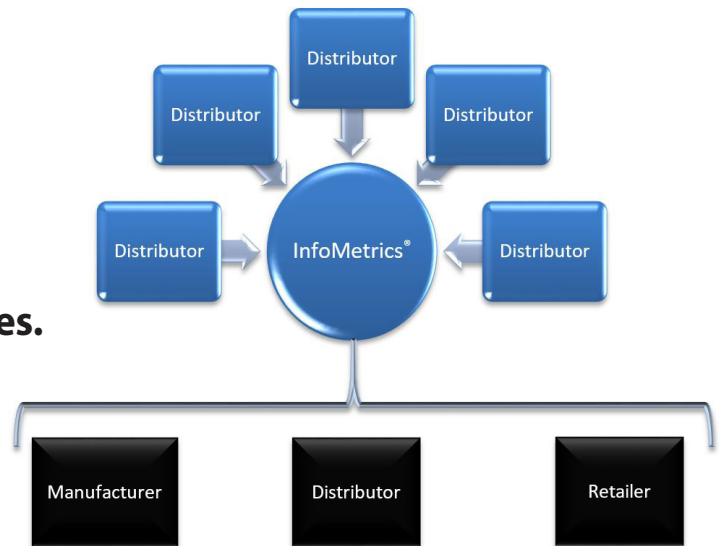




## Single Source Solution to determine store-level void and gap-fill opportunities.



### Market & Consumer Insights – Drive marketing/sales strategy by leveraging insights, analytics & optimization

- Analyze competitive manufacturers and products
- Target new product introductions and execution
- Brand and store performance reports useful for business reviews and strategic planning
- National and regional projections at the UPC level for distributor participants

### Sales Execution – Implement in store activities at the right store, at the right time, with the right action plan

- Identify and fill distribution voids while maximizing vendor rebates
- Identify customer opportunities for potential sales dollars and percent increase for the category
- Ensure top brands are successful in the market
- Benchmark customer performance

### Trade Program Management – Manage trade program execution

- Comprehensive solution to manage and track trade programs and sales initiatives
- Enroll retailers or distributors in your program on an ongoing basis
- Track, manage and make payments on retail and distributor trade programs
- Understand potential earnings to better maximize trade spending

