

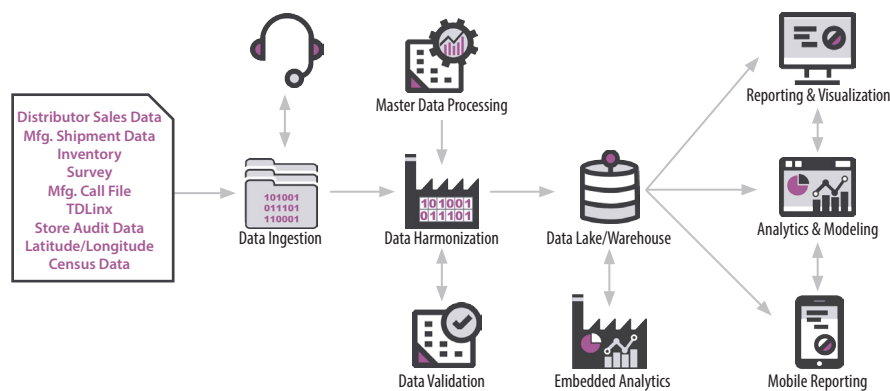


# RIS – Reseller Information System Solution

## Drive Revenue, Share and Profits with Payment-Quality Distributor Shipment Data

Distributor/SKU/Store Level shipment data provides actionable information for optimal sales ROI and more efficient trade program management.

It gives insight into enrolled distributors' **total** retail shipments – **by SKU** – **at chain and store level.**



### Gain competitive advantage and increase effectiveness and efficiency of marketing/sales planning and execution.

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

- Gain full category view – sales volumes, growth rates
- Track and respond to competition
- Sharpen inventory and demand planning
- Calculate ROI and fine-tune promotions

**Sales Execution** – Implement strategy at the right store, at the right time, with the right action plan

- Identify and fill voids; minimize stock-outs
- Drive and reward most effective distributors/retailers

- Increase sales by geo-regions, accounts, stores
- Verify Distributor and Retail Program compliance
- Boost speed-to-market implementation

**Trade Program Management** – Manage programs from inception to post-event ROI analysis and optimization

- Build and offer profitable Distributor/Retailer Programs
- Track and increase Trade Program compliance
- Determine Trade Program payments

