

# Smarter, harder-working data benefits the bottom line

## The Problem

### Retail teams today operate on guesswork

In today's retail environment, making the right decisions day-to-day is more important than ever. But when data is siloed and delayed across the enterprise, teams are left to guesswork on everything from merchandising to supply chain operations.

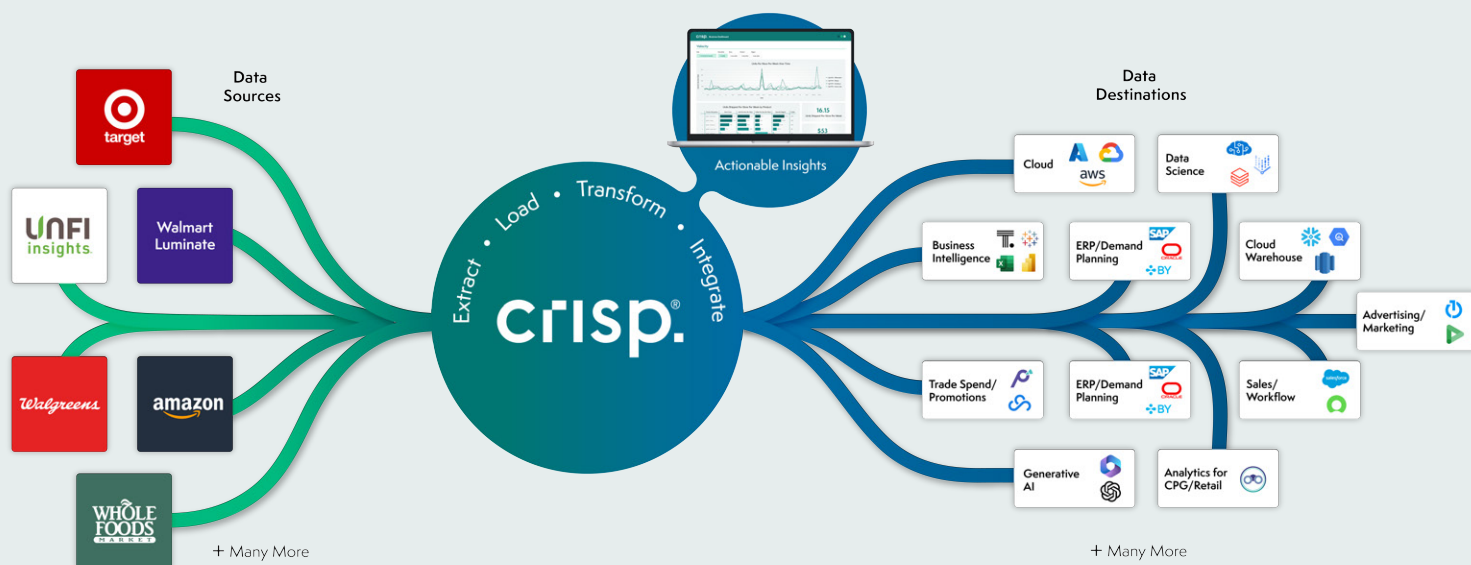
- ✗ Obtaining the latest data relies on manual extraction from fragile portals
- ✗ As a result, retail insights are rarely used in a timely manner
- ✗ Data is not granular enough to drive decision-making and business outcomes

## Meet Crisp

### We deliver smarter, harder-working data across the supply chain

Crisp is the leading retail collaboration platform that ingests, harmonizes, and pipes data to your destination of choice to deliver timely, actionable insights.

- ✓ Automatically ingests sales and inventory data from 40+ resources across e-commerce and brick-and-mortar
- ✓ Cleans and harmonizes data across reports and sources, so it's consistent and ready-to-use
- ✓ Delivers data daily wherever teams need it, from Excel to BI tools to cloud-based platforms



# Why is Crisp different?



## Timely

Unlike syndicated data sources, Crisp data is refreshed daily directly from retailer portals, so the latest reports are available when you come in every morning.



## Granular

Crisp exports data at the product and store level. Our standardized system delivers harmonized data across retailers in a usable format.



## Cost effective

Crisp is an ROI-friendly extension of your IT team that ensures the reliable flow of data from 40+ retailers.



## Future proof

As portals are updated or experience outages, Crisp ensures seamless data access, with up to two years of lookback.

## Crisp keeps your data secure

Crisp is compliant with SOC 2, Type II certification, with a robust security program that meets or exceeds industry standards.



## The result?

## You make smarter decisions, every day.

### Drive velocity

- ✓ Understand store-level performance to optimize assortments and merchandising
- ✓ Track promo effectiveness and price sensitivity to make trade spend more effective

### Reduce out of stocks and voids

- ✓ Improve demand planning to efficiently meet S&OP
- ✓ Detect voids quickly to keep products selling
- ✓ Monitor inventory to stay lean and reduce waste





10% retail growth

Illy checks Crisp dashboards daily to compare sales patterns with on-hand inventory, working with distributors to increase order volumes and grow the retail business by 10%.



25% time savings

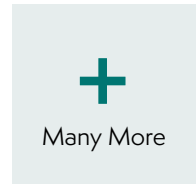
Before Crisp, Hormel's engineers spent 25% of their time on data ingestion maintenance. Now, Hormel has automatic access to daily retailer data, freeing up teams to focus on value-added projects.



\$100K weekly savings

\$40B healthcare CPG: Allocated inventory toward priority locations to save \$100k per week in avoided out-of-stocks.

## Trusted by hundreds of leading CPG brands



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“Crisp has become an extension of our IT team as an expert in the different retail platforms we work with, and this solution allows us to provide the best experience for our retail customers.”

