



RELIABLE RETAIL DATA
AT THE SPEED OF NOW



COMPANY OVERVIEW

EMPOWERING CPGS AND RETAILERS WITH ONE VERSION OF THE TRUTH

Since 1994, Retail Velocity has successfully helped consumer goods companies automatically collect, integrate, and leverage the most timely, accurate, and reliable retail data, analytics, and actionable insights to improve sell-through, eliminate operational inefficiencies, and achieve profitable growth. Armed with clean, harmonized daily sales and inventory data at both the item and store level, brands eliminate data silos and gain the granular visibility and necessary business intelligence to make the most strategic decisions to consistently meet consumer demand and boost profitability in an ever-changing omnichannel retail landscape.

Our best-in-class, powerful, proven, and scalable cloud-based platform, VELOCITY®, the CPG industry's first—and still the most robust—Demand Signal Repository, provides suppliers and retailers with a single, comprehensive view of all retail POS and inventory activity to better manage supply and demand across all retailers and channels to own both the physical and digital shelf.

ACCELERATE YOUR BUSINESS GROWTH WITH VELOCITY®



VELOCITY® connects and enriches large volumes of disparate data from all retail data sources—including hundreds of retailers, e-commerce, distributors, internal/ERP systems, and syndicated and third-party data providers—to give suppliers and retailers one version of the truth.

Through easily accessible, intuitive dashboards and data visualization tools, individuals and business teams can seamlessly obtain and share valuable, near real-time insights across all departments and with retailer partners to identify sales opportunities and inventory risks, more effectively manage their supply chain, discover key trends, and maximize ROI.

DATA SOURCES

RETAIL & E-COMMERCE, ERP, THIRD PARTIES

DATA DESTINATIONS

CLOUD SYSTEMS, BI TOOLS, DATA WAREHOUSES/LAKES



RETAIL VELOCITY BY THE NUMBERS

28+

YEARS IN
BUSINESS

175+

YEARS OF DATA
EXPERTISE

1,930+

BRANDS
EMPOWERED

600+

RETAIL DATA
ADAPTORS

787k+

SKU_s PROCESSED
DAILY

95+%

SKU PROCESSING
ACCURACY

125k+

RETAIL LOCATIONS
PROVIDING DATA

28+

COUNTRIES
PROVIDING DATA

269+

UNIQUE METRICS
PER ITEM

45+

STORE ATTRIBUTES
TRACKED

TRUSTED BY LEADING CONSUMER BRANDS



EVERYONE BENEFITS WITH VELOCITY®

Retail Velocity enables teams across your company to make collaborative data-driven decisions to increase sales, revenue, and profitability. With unified, precise data available when needed, key business areas can plan, execute, and measure more effectively and accurately.



SALES

Precisely measure product launches and improve retail execution.



MARKETING

Optimize trade promotions and campaigns to maximize ROI.



SUPPLY CHAIN

Reduce out-of-stocks and ensure on-shelf availability.



IT

Eliminate the headaches of POS data collection and wrangling.



ANALYSTS

Accurately track daily SKU performance at the store level.

TURN YOUR DATA INTO DECISIONS AND YOUR DECISIONS INTO DOLLARS

CPGs need to derive key insights from their sales, inventory, forecast, order, and shipment data to quickly identify, adapt, and respond to constant changes in consumer behavior, growth opportunities, and supply chain disruptions.

By integrating consumer demand and inventory data with additional internal and external data in an easy-to-use, secure, and scalable platform, consumer brands and retailers can make confident, more-informed decisions and realize a multitude of benefits.

- Eliminate manual data-gathering and reporting processes & costs
- Complete visibility into consumer demand & inventory levels
- Readily available daily SKU- & store-level data
- Accurately evaluate promotional performance
- Successfully execute new product launches
- Identify, predict, & resolve out-of-stocks
- Improve on-shelf availability & retail replenishment
- Reduce phantom inventory issues
- Reduce supply chain expenditures & excess inventory costs
- Prevent lost sales & reduce markdowns
- Improve retail execution
- Identify top-performing & bottom-performing products
- Identify top-performing & bottom-performing retailers
- Compare performance across retailers
- Develop more accurate demand forecasts & plans
- Strengthen retailer relationships & increase trust
- Easily feed clean data into systems or tools of your choice

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