



IS COLLECTING AND ANALYZING YOUR RETAIL DATA SLOWING YOUR BUSINESS DOWN?

Retail Velocity Can Put You in the Fast Lane!

CPG companies' growth is driven by being able to consistently predict and meet consumer demand, even amidst radical shifts. And having timely, accurate retail data to truly understand what's under the hood of that demand is what puts a CPG in the driver's seat.

Sadly, many consumer brands are often stuck in neutral or heading in the wrong direction with retail data collection, analysis, insights, and decision-making. Aggregating, harmonizing, and analyzing point-of-sale (POS), inventory, ERP, and syndicated data can be a slow, bumpy, and never-ending ride. And the road can be filled with data and technology potholes, including inaccurate and latent data, inefficient and costly legacy systems, and data silos that can lead to false conclusions and uncertain decisions that can hurt your bottom line.

If that's the road you're on, maybe it's time to change lanes from conventional retail data aggregation, reporting, and analysis to a faster, smoother approach with Retail Velocity.

Why Retail Velocity is a Smart Choice for CPGs and Their Data Analytics



Retail Velocity and our industry-leading VELOCITY® cloud-based analytics platform provide CPGs with a new direction and a more desirable destination that can make your data more valuable, your retailer relationships stronger, your consumers more satisfied, and your profits healthier.

Here are two paths to compare for what “life is like” with and without VELOCITY®.

<h2 style="margin: 0;">SALES</h2> <p style="margin: 0;">Field Sales, Account Managers, National Accounts, Key Accounts</p>	
WITHOUT VELOCITY®	WITH VELOCITY®
<ul style="list-style-type: none"> Siloed data that offers poor visibility into sales and inventory activity within your company and among retailers and distributors Manual, painstaking tasks including pulling, aggregating, and manipulating POS and inventory data Creating and relying upon numerous disparate and disconnected spreadsheets, resulting in discord between business areas about what data is accurate Inability to effectively gauge consumer demand to develop accurate sales forecasts and plans Lack of reliable data visualization tools to easily identify patterns and trends and to tell compelling data stories to retail partners Failure to identify and respond quickly to key sales opportunities, inventory risks, and supply chain issues Inability to make timely, well-informed decisions regarding competitive pricing strategies and inventory optimization 	<ul style="list-style-type: none"> Automatic collection and unification of all retail data from all retail data sources Easy access to daily item- and store-level POS data to gain granular sales insights across all retailers, products, and product categories Reliable, holistic view of your business from production to consumer purchase Improved on-shelf availability by being able to proactively spot out-of-stock issues and respond immediately Sophisticated data-mining capabilities and intuitive dashboards, scorecards, and visual data representations to quickly gain actionable insights Ability to tell data-driven stories and provide data-driven recommendations that influence retail buyers to stock your products and provide additional shelf space Retailers view you as the authority for sales insights and solutions, building stronger, more trusting and collaborative relationships

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MARKETING	
WITHOUT VELOCITY®	WITH VELOCITY®
<ul style="list-style-type: none"> • Inability to consistently and accurately identify consumer buying needs, patterns, and trends • Slow to sense and appropriately adjust to changes in consumer demand and market conditions because of a lack of complete visibility into the most recent, granular demand data • Limited ability to accurately predict consumer demand due to poor, “dirty” data • Inability to effectively monitor, measure, and analyze advertising, trade promotions, and campaign effectiveness and ROI due to incomplete and latent POS data • Lack of timely insights into new product launch activity to effectively adjust product allocation, trade investments, and retail replenishment • Difficulty in effectively monitoring budgets with respect to forecasted volume 	<ul style="list-style-type: none"> • Optimized new product launches and market spend with data-driven insights into daily product, store, channel, and market performance • More effectively inform budget allocation and reallocation with precise sales and inventory data • Seamlessly integrate unlimited third-party data streams, including syndicated data, demographics, weather, social media, and more to better identify consumer trends and patterns and meet changing consumer expectations • Improved campaign planning and best-in-class field execution of promotions • Accelerated post-promotion analysis with deeper insights for improving future promotions • Eliminate trade promotion spending on underperforming stores and reinvest in top performers • Effectively adjust pricing and promotional strategies to ensure successful trade promotions and marketing campaigns at the store level

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SUPPLY CHAIN	
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<ul style="list-style-type: none"> • Dependence on monthly or weekly retailer shipment data to develop demand forecasts and plans • Overproduction of goods, resulting in excess inventory that might not be used or sold or that could expire due to inaccurate or latent sales and inventory data • Lost sales, revenue, and brand loyalty due to out-of-stocks or phantom inventory • Inability to gain accurate insights into actual retailer and distribution center stock levels • Difficulty managing retail replenishment and monitoring where cash flow is tied up • Too much time spent addressing unforeseen problems due to supply chain disruptions and erratic consumer demand • Difficulty obtaining a real-time view of sell-through activity to compare against demand plans and adjust plans accordingly 	<ul style="list-style-type: none"> • Accurately track and analyze real-time inventory at the store, chain, or warehouse level • Better manage retail replenishment to reduce costs, increase sales, and boost profits • Employ proactive supply chain strategies—and not react—with improved supply chain visibility • Identify and manage root causes of inventory distortion • Reduced out-of-stocks, overstocks, markdowns, and distribution safety stock • Improved inventory planning and faster decision-making regarding inventory allocation and order adjustments • Reduced freight and carrying costs • Avoid short shipping and keep customer service levels high for all retailers • Proactively identify inventory risks and disruptions with complete visibility into your supply chain

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INFORMATION TECHNOLOGY	
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<ul style="list-style-type: none"> • Heavily siloed data that is difficult to access and aggregate • Significant time and effort spent manually trying to collect, clean, and harmonize POS and inventory data from disparate retail data sources and through various methods and formats • Wasted time spent managing and maintaining retailer and distributor data feeds and vendor portals, including downtime and upgrades • Difficulty integrating retail data and third-party data with existing ERP solutions and internal systems • Significant costs maintaining and updating legacy systems that are often obsolete and difficult to scale • Inability to provide the latest, most accurate data to business teams where, when, and how they need it 	<ul style="list-style-type: none"> • Access to 600+ available international retailer and distributor data adaptors • Sophisticated, automatic data ingestion, cleansing, and harmonization of data from all retail data sources, ERP systems, and third-party data providers • Daily item- and store-level data collection with daily updates and 95+% SKU processing accuracy • Seamless integration and automated exports or extraction of unified data into data lakes, corporate EDW, or application(s) of choice, including Excel, Power BI, AWS, Azure, and SAP, to name a few • Leverage a robust, scalable data warehouse architecture to grow in concert with your business needs • Ability to deliver immediate value to business teams with timely, reliable, and granular data

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DATA & BUSINESS ANALYSTS	
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<ul style="list-style-type: none">• Extensive time spent manually collecting and manipulating various retail data from numerous disparate data sources• Inability to accurately identify sales trends and opportunities, inventory risks, and market condition shifts due to latent, inaccurate, and incomplete data• Reliance upon weekly or monthly chain-level retail sales data for insights and decision-making• Inability to provide the latest, most accurate insights and advice to sales, marketing, supply chain, and finance teams• Unnecessary time spent consolidating demand and supply data and creating reports instead of focusing on pinpointing meaningful insights and making strategic business decisions that ultimately drive success	<ul style="list-style-type: none">• Immediate access to one centralized and reliable data source for critical decision-making• Clean data delivered to you in a usable format to increase speed to actionable insights and uncover key growth opportunities• Ability to leverage harmonized data as a foundational entry point into machine learning and a path to greater AI• A factory-to-shelf view of product performance in near real time• Ability to track and analyze unlimited SKUs at the store and chain level• Greater collaborative, profitable decision-making for all business units and with retail partners• Gain a complete global view of your business and deliver immediate value to key stakeholders across your company



ARE YOU READY TO SWITCH GEARS WITH RETAIL VELOCITY?

With over 28 years of experience helping consumer brands of all types and sizes collect and better leverage valuable retail data, Retail Velocity equips your company with cloud-based solutions and services that will kick your business into high gear.

Using VELOCITY[®], you can automatically ingest, clean, harmonize, and enrich large volumes of disparate data from any retail partner, internal system, or third-party data provider. This provides you with one version of the truth—reliable, unified data—that can be easily shared and used across all business units.

By eliminating time-consuming, costly, and inefficient manual processes and offering precise, granular daily POS and inventory data, VELOCITY[®] empowers companies to activate in-depth analytics, gain actionable insights, and make collaborative decisions that accelerate business growth and profitability for you and your customers.



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