

# Kroger DemandView Portal

Accurate shared visibility of today's – and tomorrow's – store conditions improves category management, supply chain and retail execution.

- Reduce wasteful inventory
- Curtail out-of-stocks and shrink
- Increase labor and asset productivity
- Lower operations and information technology costs

Far beyond analytics, Kroger DemandView Portal provides a look into the future—a forward-looking picture that illuminates that missing link of data from the Distribution Center to the store shelf: the elusive last mile. The Kroger DemandView Portal forecasts from the most current demand signals and applies predictive analytics to create business alerts that are the most accurate in the industry.

With unprecedented visibility into future demand, Kroger suppliers can improve:

#### **Category Management**

Align category management goals and field resources through a common view—with uncommon detail—of past, present and future information from the distribution center to the store shelf.

#### **Retail Execution**

Use real-time exception-oriented Alerts to drive greater sales at lower costs and increase consumer satisfaction by anticipating consumer demand, store inventory and replenishment requirements, and gaining visibility into promotion and new item execution. Review the Alerts where they will be most effective – on your iPhone or Blackberry.

#### **Supply Chain Productivity**

Collaboratively determine inventory needs with unprecedented accuracy for every item in every store and distribution center with rolling 31-day pin-point projections of future consumer demand, by sharing the same forecasts with the Kroger buyers.

#### **Learn more and sign up today**

Visit [www.krogerdemandviewportal.com](http://www.krogerdemandviewportal.com) to start operating your business better through shared forecasts and action-oriented Alerts today.



Now Kroger's CPG suppliers can gain increased sales and greater efficiencies with future demand forecasts and action-oriented alerts of unprecedented accuracy that provide visibility down to the store shelf and value throughout the entire supply chain.



See tomorrow. Act today.



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