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The next generation of syndicated data

By George Garrick

Throughout the years, the CPG industry has spent billions of dollars analyzing category, market and channel share data to drive critical business decisions. From conducting physical inventories to introduce the market share concept by Arthur C. Nielsen in 1935, to warehouse withdrawals with SAMI, to scanner sample and projection data from InfoScan and ScanTrack, then the advent of all stores data with QScan, traditional syndicated data offerings were good at providing benchmarks, none more widely used than market share. It was Efficient Market Services (ems) that broke this mold with its use of daily, store level POS data to address operational issues in the store that robbed sales. However, as advanced as it was for the time, ems was still lacking visibility to critical components to truly optimize the upstream value of this information.

Today, the value of traditional syndicated data sources is eroding. With retailers such as Walmart, Costco, H.E.B., Whole Foods and Trader Joes (collectively over one third of Total US grocery ACV) electing not to participate in standard syndicated data offerings, and with the growth of unmeasured private label products, these market share benchmarks have become irrelevant to the point of being misleading. What is a CPG manufacturer to do?

From the thought leaders that brought ems to the industry, Market6 has broken down the last barrier to effective retailer-vendor collaboration, with an innovative, analytic approach to applying information. For the first time in the history of syndicated data, together retailers and manufacturers will be able to use item level forecasts, combined with store level inventory positions and distribution center shipments, to analyze product movement from distribution center (DC) all the way through point-of-sale. This is the type of information needed to be proactive vs. reactive in today's retail environment, where consumers needs are as blurred as the various retail formats that service them. Instead of looking backwards, Market6's DemandView

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Information Services (DVIS) looks forward to:

- provide advanced warning via alerts to sales-robbing shelf conditions including: excess inventory, chronic out-of-stocks, sales less than expected, unexpected price decrease, planned price not executed, promoted items with low inventory, and promoted items with excessive inventory.
- deliver better store ordering that is immune to store personnel turnover.
- synchronize a demand driven supply chain to move product through faster and fresher.
- generate better warehouse ordering by providing visibility to future store level demand and inventory and forecasting that demand to the warehouse.
- enable demand-driven space management. finally improve success of new item introductions by monitoring product performance versus expectations.

The next generation of syndicated data enables more efficient category management, synchronizes the supply chain and enables intelligent in-store execution. DVIS delivers the next generation of syndicated data today.

About the author:

George brings to Market6 extensive marketing information technology experience, both domestically and internationally, in startup companies and large public corporations. As the former CEO of two of the leading CPG syndicated information services (Nielsen and IRI), George brings a unique perspective on how to make CPG services companies thrive.

A few of George's most notable accomplishments include:

- CEO: North America: Information Resources, Inc.
- CEO: Nielsen
- CEO: Flycast Communications, Placeware Web Conferencing, Wine.com, Mochi Media, and Offer Pal
- Advisor to Comscore, the leading audience measurement information service for the Internet

George earned B.S. degrees in Math and Engineering as well as an M.B.A. from Purdue University.

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