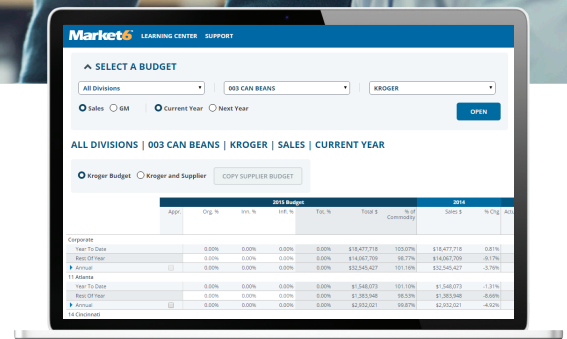




DemandView Budgeting and Collaborative Planning Suite



DemandView provides Kroger and its suppliers with collaborative budgeting and planning tools that enable data-driven development of shared sales and profit targets. With these tools, users can develop budgets at multiple levels, leverage planning capability to support those budgets, and track against budget performance over time.

A shared set of data entry worksheets, simulation models, tracking reports and analytics guide Kroger and suppliers through the entire budgeting process, providing a collaborative platform and best practice workflows to develop, allocate and track budgets.

Automated and Accelerated Budget Development

The DemandView Budgeting and Collaborative Planning Suite accelerates the budgeting process by automating supporting tasks that enable better information sharing and communication. The platform automatically balances high-level budget goals and granular-level input in real time—continuously updating to keep all dimensions of the budget in balance across weeks, suppliers, categories and store divisions.

A shared set of data entry worksheets and tracking reports help Kroger and suppliers more easily share information, communicate, ensure transparency and maintain alignment as they work through the process of developing and agreeing upon sales and profit goals.

Smarter, Fact-Based Budgets

Accurate, detailed Kroger sales and merchandising data combined with powerful analytics inform smarter plans that are more accurate, more likely to be achieved and easier to monitor and manage over time.

Ongoing Reporting of Actual Results vs. Budgeted Goals

Easily track actual performance against budget goals across vendors and stores on a weekly basis to identify opportunities or problems as they arise and course-correct as needed.

Benefits:

- Ensure individual plans meet overall goals across product, time and location
- Create simulations and plans based on actual, historical data and analytics
- Compare the most recent performance to the previous year for all budget entries
- View weekly trend projections at the supplier-category-division level
- Align supplier and retail budgets down to a granular level

Key Features

Budgeting Input Worksheets provide a shared view of sales and gross margin growth goals for current and future fiscal years.

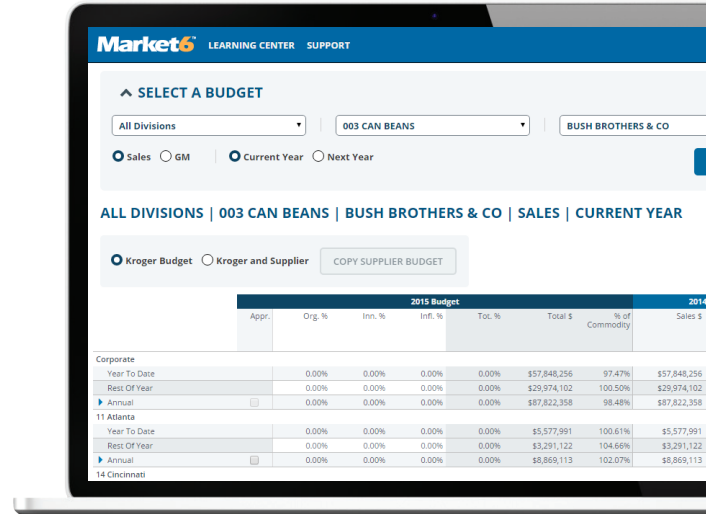
User-Specific Budget Views are specifically tailored to the role and scope of business. Suppliers gain detailed information across all divisions and weeks. Retailers get access to detailed budgeting data for each vendor as well as aggregate budget data for the commodity as a whole.

Basic Budget Goal, provided by Kroger to all suppliers, acts as a starting point for broader budget development or a benchmark to track results.

Intelligent Input makes balancing the budget easy with key rules that will automatically fill in budget input based on the user.

Three-Year View of the Business gives users actual performance data from last year through current year-to-date, as well as projected sales and margin results for the upcoming year.

Change Notifications automatically alert team members when something has been updated so Kroger and suppliers can stay in sync as they build a budget.



Visibility and Control Over the Planning Process



The DemandView Budgeting and Collaborative Planning Suite is available as a basic budgeting worksheet to Kroger suppliers who subscribe to DemandView Essential. Suppliers who also subscribe to the DemandView Category have additional access to the complete DemandView Budgeting and Collaborative Planning Suite, including budget tracking and detailed planning tools such as simulation, allocation and projections.



To learn more or request a demo, contact us:

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More than 1,000 U.S. grocers and consumer products companies collaborate using Market6 and optimize retail operations every day.

Market6 provides web-based retail collaboration solutions with advanced analytics built in to help retailers and suppliers drive insights, make smarter decisions and deliver measurably better results.