

Increase Retail Sales and Optimize Your Supply Chain with a Direct Data Solution

Today, retailers offer consumer goods manufacturers an abundance of data. When leveraged, this data can become an invaluable advantage.

Known as Direct Data because it comes directly from the retailer, it can include store level POS, replenishment, and financial information—on a daily or weekly basis. A wealth of information lies in the data; the challenge is efficient management and analysis to extract maximum value and create actionable results.

Decisions Made Easy provides intelligent demand and supply side analytic software solutions—built specifically for the consumer goods industry—that empower you to unlock the knowledge within Direct Data. With a Decisions Made Easy solution, you can easily manage and analyze your data to gain the insights needed to increase retail sales and optimize the supply chain.

Improve staff productivity, find revenue opportunities, improve trade and category management, execute a demand driven supply chain, and enhance category and market reporting with a Decision Made Easy solution for Direct Data.

Get a Complete Solution to Maximize the Value of Your Direct Data

Whether you are a category manager who needs to understand the effects of a recent pricing change, a national account manager who needs to track the results of a new product introduction, or a corporate executive who needs to get market share information Decisions Made Easy has the solution:

- **Retail Direct Solution** – Data analytics on one or more Direct Data source
- **Consolidated Market View Solution** – Data analytics integrating multiple retailers' Direct Data, ScanTrack® Account Level information and panel data

Maximizing the value of your Direct Data requires the right software, data and services. The foundation of each solution is Decisions Made Easy's software suite. Integrated within ACNielsen's Answers, Cipher Web is an intuitive business



With a Decisions Made Easy Solution, you can:

Improve staff productivity

- Spend more time analyzing data than managing it
- Go beyond the limitations of Microsoft® Excel
- Easily analyze Direct Data
- Discover underlying causes
- Get a single version of the truth
- Eliminate inaccuracies in reporting

Find revenue opportunities

- Identify availability/distribution issues
- Gain new listings/defend de-listings
- Track sales at store, DC, cluster, or region
- Execute Vendor Managed Inventory programs
- Find which promotions are working
- Improve promotional compliance
- Track new product introductions
- Efficiently allocate field resources

Improve trade and category management

- Leverage analytics for improved trading and negotiations
- Meet or exceed category management expectations
- Develop consumer-centric assortment strategies
- Produce score cards at *any* level

Execute a demand-driven supply chain

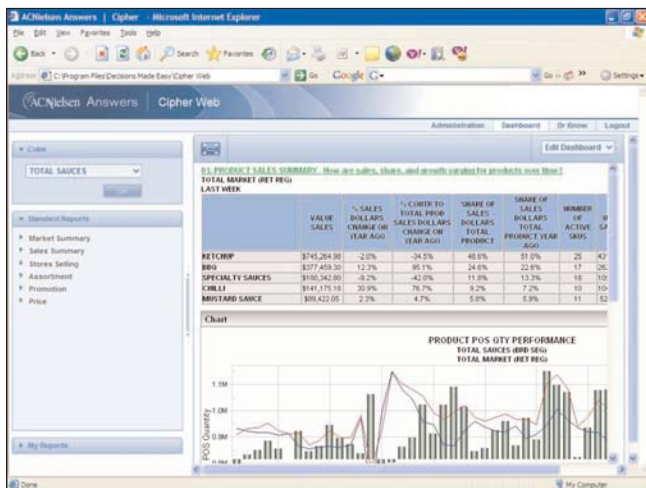
- Use daily Direct Data for demand signaling
- Create accurate long-term forecast
- Manage short-term fluctuations and demand shocks
- Lower safety stock levels
- Assess impact of promotions on demand and optimize for the future

Enhance total market reporting

- Integrate Direct Data with syndicated data for a consolidated measurement of the market and category
- Align Direct Data with Syndicated Data structures
- Benchmark across retailers and markets
- Answer C-level "need to knows"

user reporting and analysis tool with best practices in data analytics built-in. And, Crunch™ manages and warehouses the data for a single, consistent product and market master.

Add data assets from ACNielsen, Spectra, and TDLinx to your Direct Data to enrich it for deeper insights. And, rely on Decisions Made Easy service experts for your ongoing data management needs. The result is a total solution that enables you to maximize the value of your Direct Data so you can address critical business issues.



Unlock the value of your Direct Data from within ACNielsen's Answers.

Focus on Solving Your Business Issues—Not the Technology

Designed for business users by experts with decades of experience in consumer goods data analytics, Decisions Made Easy software has best practices built in. Organized by business issue, such as market summary, sales summary, promotions, replenishment, or pricing, just select the issue you want to address. Then, follow the recommended series of reports to get to actionable results. Every report and graph produced is interactive, so you can work the way you think to explore the results or create ad hoc analyses. For additional help, Dr Know, an online knowledge base, advises you on how to interpret the results or recommends other avenues to explore. The result is a fast track to knowledge about your business.

Easily Manage Your Data Assets

Whether you have a single retailer Direct Data source or multiple Direct and Syndicated Data sources, you can easily manage the data with Decisions Made Easy's data and

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Key Features

Cipher and Cipher Web

- Integrated with ACNielsen's Answers for single sign-on and consistent user experience
- Work the way you think with interactive reports
- 120+ pre-built reports organized by business issue
- 3,000+ CG-specific measures for unparalleled analytic power
- Executive dashboards and scorecards with views of multiple reports and alerts

Dr Know

- Comprehensive online knowledge base
- Analytic advice based on CG best practices
- Step-by-step guidance
- How to interpret reports

Crunch

- Single point for data management
- Integration of data assets for benchmarking and coverage
- Consistent and unlimited attributes across each dimension of your data
- Specialized tools for highly efficient attribution and cross coding
- Unlimited hierarchies based on any attributes

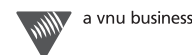
warehousing tool. By consolidating product and market attributes in a single repository, you create a single version of the truth and gain control over the consistency of the data. And, consistency leads to more accurate results on which to base your decisions.

Quickly identify new items and stores, and easily apply attributes to the data to prepare the data for analysis. Crunch includes specialized functionality to easily integrate disparate data sources, while enabling multiple hierarchies so each user can summarize and drill through the data the way they want.

Unleash the Power in Your Direct Data Today

Since implementation can take only weeks, you can quickly begin solving your business issues. Decisions Made Easy solutions are flexible so business users can quickly and easily add new data sources, create new reports or change data views. You get a flexible solution with a low cost of ownership that delivers extreme value to your business. Contact your representative today to get on the fast track to knowledge.

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