



TDLINX

From Turkeys to Razors, the Power of TDLinx And Our Enabled Network Is at Work



Scott Taylor
General Manager and Executive
Vice President
TDLINX

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— Stefan Midford
President,
SOUTH49 SOLUTIONS



IN 1996, TDLINX WAS LAUNCHED WITH A "GET LINKED!" CALL TO ACTION, to the consumer packaged goods (CPG) industry. Today, more than 50 CPG companies and beverage alcohol suppliers along with over 90 service and system providers are beneficiaries of TDLinx deliverables.

Location Information Management (LIM) is now a strategic industry initiative, TDLinx channel definitions are industry-standard and TDLinx Codes are deployed through millions of manufacturer transactions every day.

In 10 years, the TDLinx Network of alliances and service providers has expanded exponentially, helping manufacturers who sell everything from turkeys to razors market more efficiently. Improved richness and data quality provides great advantages.

"You gain a go-to-market advantage when you clearly understand the trade channels, accounts and markets that drive your business and, more importantly, link that to your business processes," said Scott Taylor, TDLinx GM and EVP.

RW3 + TDLinx = Jennie-O-Turkey Store Success

Jennie-O-Turkey Store (JOTS) challenged RW3 Inc. to improve on-shelf availability of their products in the grocery channel. RW3 worked with JOTS to build workflow and performance measurement into their retail execution process. RW3 utilized retailer information from brokers, and integrated that information using TDLinx Codes linked to TDLinx location data. This enabled RW3 to develop a targeted merchandising system for JOTS, integrating internal and organic sources of consumer data that rolls up vertically by any account or market configuration.

"RW3, working with TDLinx, developed and implemented a solution enabling the improvement of JOTS gross margin by establishing targeted, outlet-based distribution goals and communicating them dynamically to our broker-partner field representatives," said Barry Lynch, JOTS VP – Retail. "At the same time, RW3 is providing JOTS and broker management visibility of success at all levels of the retailer's organization."

South49 Solutions + TDLinx = Gillette Success

Gillette challenged Retail Merchandising Xpress (RMX), armed with South49 Solutions' *NaturalInsight* proprietary software solution, to provide retail merchandising support for the Super Bowl launch of Gillette's new *Fusion* shaving system.

The integrated solution combines South49's Distributed Workforce Management capabilities with TDLinx to deliver an unparalleled solution that eliminates manual and time-consuming activities, enabling quick turnaround on in-store marketing initiatives. This integrated solution was key to the success of the biggest product launch in the history of the men's grooming category.

"Having TDLinx literally 'shaved' weeks off of this time-critical product launch," said Stefan Midford, President of South49 Solutions. "TDLinx plugged into our software, made the identification of stores and accounts seamless, and provided the ability to quickly match up people with opportunities in the field." ■

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