

Account Team Management

Increase Sales Through Better On-Shelf Availability

TRUEDEMAND



TrueDemand Results

TrueDemand enables you to gain the following benefits:

- **Cut Out-of-Stock by Up to 50% or More**
- **Lift Overall Sales by 1-3% or More**
- **Develop More Accurate Inventory Estimates and Demand Forecasts**
- **Increase Effectiveness of Account Teams**
- **Execute More Effective New Product Roll-Overs**
- **Maximize Return on Trade Promotion Spend**

TrueDemand Account Team Management enables account teams to gain control over the root causes of out-of-stocks and lost sales – and achieve sustainable sales lift – by streamlining data analysis, accelerating corrective action and aligning product availability with true customer demand.

With 8 percent of your products out of stock at any given time, revenue depends on rapid response and proactive prevention of problems that can cause lost sales. But without daily data analysis, your account teams are reacting to problems that happened last week. Meanwhile, a new set of problems are happening in stores right now. How do you deliver up-to-date data to your account teams so they can make decisions that have a direct impact on sales lift? You need TrueDemand.

Managing Replenishment Challenges

Determining the causes of lost sales is a complex task. Contrary to popular opinion, it is not just about out-of-stocks. Your account teams need to consider the other causes of lost sales – such as incorrect merchandising, price non-compliance, damaged merchandise and competitor promotions – if they are to recommend productive solutions to replenishment challenges.

Account teams are responsible for thousands of stores and hundreds of SKUs adding up to millions of SKU-location combinations, however, making it almost impossible to zero in on problem SKUs or stores. Analysts usually spend up to half their time just sifting through mountains of data, and they still might not find the root causes of the problem or readily see the solution.

The result is an account team with limitations such as:

- Non-standard tools and manual processes
- Limited visibility at the SKU-location level
- No way to identify problems quickly
- Inaccurate inventory estimates and demand forecasts
- Inability to prioritize the most profitable actions quickly

Empowering Account Teams with TrueDemand

TrueDemand's Account Team Management solution leverages breakthrough technology to streamline and accelerate the complicated analysis that goes into replenishment, pinpointing the root causes of out-of-stocks and lost sales, and translating that knowledge into meaningful action to lift sales.

TrueDemand helps account teams maximize sales through:

- Improved availability of products on the shelf
- Better execution of product merchandising, introductions and promotions
- More reliable price changes
- Highly accurate demand forecasting



True Capabilities

TrueDemand Account Team Management maximizes the effectiveness of your account teams by:

- **Processing Massive Amounts of Data from Multiple Source Daily**
- **Providing Visibility Across all SKUs, Stores and Even Distribution Centers**
- **Presenting a Highly Accurate View of Inventory**
- **Delivering Extremely Accurate Demand Forecasts**
- **Providing a Granular View of Sales Performance**
- **Identifying Problems and Opportunities Quickly**
- **Prioritizing Replenishment Based on Profitability**

Gain Actionable Insight Into Store-Level Issues

TrueDemand maximizes the effectiveness of your account teams by processing data from multiple sources – integrating feedback from in-store teams and third-party merchandisers with retailer data – so they can rapidly identify replenishment issues and capitalize on opportunities to lift sales.

Timely Visibility

TrueDemand delivers a comprehensive view across thousands of SKUs and stores, from the distribution center to the shelf, enabling analysts to see exactly what is happening on a daily basis with promotions and product introductions as well as regular turn items. TrueDemand also provides analysts with granular visibility to uncover the real reasons behind out-of-stocks and lost sales.

Vital Speed

Processing daily data, TrueDemand gets to the root causes of sales suppression in near real time. With TrueDemand's accelerated analysis, users rapidly identify the highest priority sales issues.

Immediate Action

TrueDemand drives immediate corrective actions by turning data and analysis into prioritized tasks, enabling account teams and in-store teams to join forces against sales suppressors.

In the long term, TrueDemand also enables you to set more accurate distribution center and store replenishment goals and parameters.

The TrueDemand Advantage

TrueDemand offers several advantages that are essential for account teams:

Daily Data

Unlike other tools which only process data weekly, TrueDemand processes data on a daily basis, so your account teams can base decisions on near real-time data.

Industry-Leading Accuracy

TrueDemand's patented technology delivers unrivaled accuracy in both inventory estimates and demand forecasting by taking an in-depth look at the many factors that influence sales performance.

Far-Reaching Visibility

TrueDemand not only covers stores but also distribution centers, so you can solve issues before they even reach the store.

Configurable Actionability

TrueDemand allows you to configure actionable recommendations tailored to each retailer, based on their specific policies and processes.

Retailer Forecast Optimization

The system compares the retailer's forecast against the highly accurate TrueDemand forecast and recommends changes for greater accuracy.

Standardized Processes

TrueDemand helps you get new analysts up to speed quickly with a standardized process and an easy-to-learn intuitive tool.