

TrueDemand Software provides consumer goods sales organizations with accurate and actionable insights to prevent lost sales at the shelf



Capabilities

LEARN MORE

**TRUEDEMAND**  
Lift Sales at the Shelf

**TRUEDEMAND**

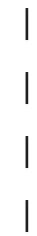
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GAIN VISIBILITY

RESPOND FAST

TAKE ACTION

LIFT SALES

## TrueDemand

TrueDemand empowers retailers and their suppliers to achieve a dramatic and sustainable lift in sales. Our solutions identify the root causes of lost sales at the shelf and enable swift action in the store to align product availability with true customer demand.

TrueDemand is a breakthrough solution that provides daily visibility into store-level issues involving product turn, promotions, new product introductions and merchandising activities – providing the most accurate view of demand and inventory of any solution on the market. Using real-time downstream data, predictive analysis and prioritized alerts, TrueDemand enables you to respond to issues quickly while guiding your in-store teams with actions that dramatically impact sales.

## 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
- Achieve Significant Sales Lift at Impacted SKU-Locations
- Enhance Effectiveness of Sales and Merchandising Teams
- Increase Reliability of Alerts
- Execute More Effective New Product Roll-Overs
- Maximize Investments in Trade Promotions
- Develop More Accurate Inventory Estimates and Demand Forecasts
- Strengthen Relationships Between Retailers and Suppliers

