

# SEIZE THE OPPORTUNITY TO DRIVE SALES AND ENHANCE PROFITS BY COLLABORATING WITH YOUR SUPPLIERS

1010DATA CONSUMER INSIGHTS PLATFORM™ – SUPPLIER PORTAL



**1010DATA™**

MORE POWER TO YOU

## DON'T MISS OPPORTUNITIES TO GROW REVENUE AND IMPROVE MARGINS

Suppliers bring brand expertise, marketing power and merchandising investments that can immediately benefit your business. Collaborating to serve your customers can take you to new levels of success.

### GO BEYOND TRADITIONAL DATA SHARING

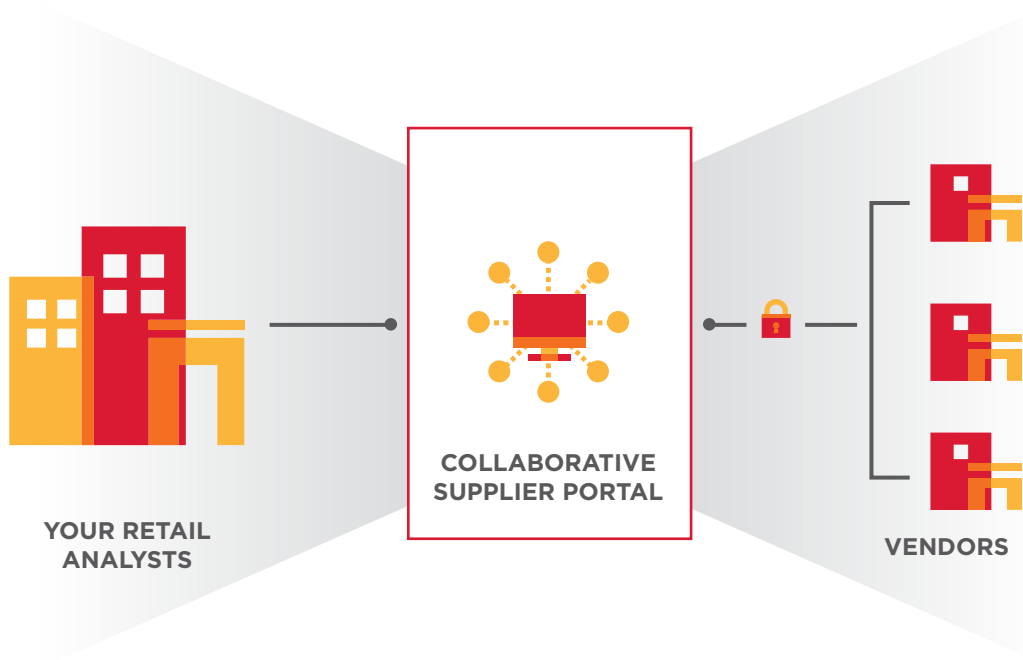
Traditional supplier portals rely on limited, sanitized sales data exported from the retail systems: aggregated data that fails to tell the story of the consumer experience at each of your stores.

**The result:** An obstructed view of the underlying detail needed to optimize promotions, inventory and store layouts.

### DELIVER ACTIONABLE INSIGHTS, NOW

With the 1010data Supplier Portal, you have the power to grant suppliers controlled access to the same detailed information you use to measure your own business performance.

**The result:** Collaboration is enabled at the business level to deliver world-class retail experiences to your customer base.



The 1010data supplier portal delivers powerful analytics such as product affinity analyses that drive retailers and suppliers to improve business performance.



Suppliers on the platform average a 2% comp growth and 3% margin growth in their first year

**Source: 1010data Historical Vendor ROI Analysis**



## ANALYZE FROM YOUR OWN PERSPECTIVE

You and your suppliers each have your own way of analyzing the business. Because the 1010data Supplier Portal is completely configurable, each of you can use your own product hierarchies, location hierarchies, calendars, and more to apply your "lens" to every analysis.

# ENHANCED VISIBILITY BETWEEN RETAILERS AND SUPPLIERS HELPS YOU MEET CUSTOMER NEEDS AND DRIVE PROFITABILITY

## TURNKEY PROGRAM KEEPS YOU FOCUSED ON BUSINESS RESULTS

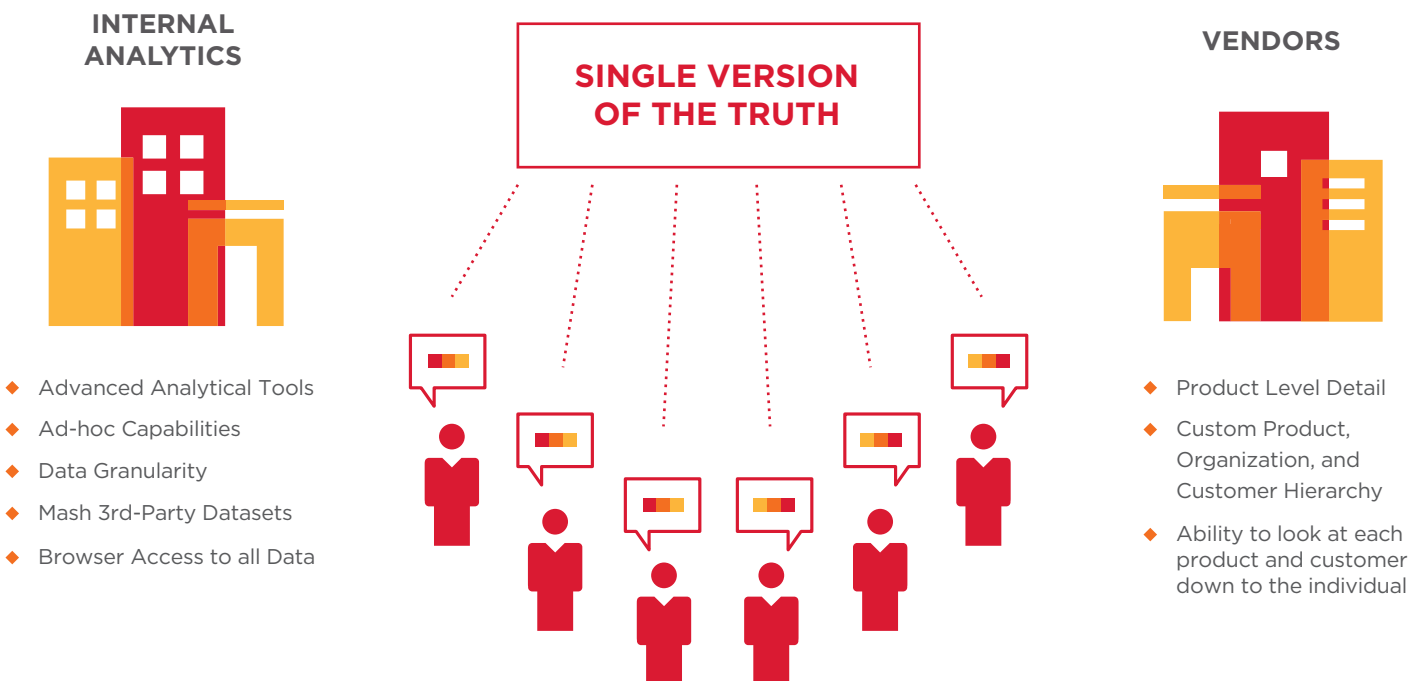
The 1010data Supplier Portal is a completely managed program that can be launched in as little as six weeks, often with 100% funding from suppliers, and includes an enterprise level platform, pre-packaged reporting and analyst onboarding services. Configurable tiers of vendor access allow you to flexibly control which suppliers get access to which data, reporting and analytics.

## REPORTS PACKAGE INCLUDES\*:

- ◆ Sales
  - ◆ Inventory
  - ◆ Receipt
  - ◆ Promotion
  - ◆ Sales Growth Drivers
  - ◆ Category Importance
  - ◆ Product Affinity
  - ◆ Basket Segmentation
  - ◆ Assortment
  - ◆ Category Captaincy
  - ◆ Planogram
- \* Report access determined by tier level

## MEET BOTH INTERNAL AND VENDOR NEEDS

Enable your analysts to make better business decisions through promoting a single version of the truth between merchants and suppliers. The 1010data Supplier Portal can help you improve joint trade fund management and marketing while developing a Big Data ecosystem within your organization.





# ABOUT 1010DATA

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both. We provide the only out-of-the-box, self-service, cross-enterprise insights platform. More than 750 of the world's largest companies trust 1010data to manage, share and analyze over 27 trillion rows of data because of our proven ability to deliver results more quickly, easily and accurately than any other solution. Please visit [www.1010data.com](http://www.1010data.com) for more information.

**TO GET STARTED, CONTACT 1010DATA TODAY.**

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