

SPOTLIGHT ON:

DATA UNIFICATION FOR CPG

HARMONIZE DISPARATE DATA
TO DRIVE RESULTS FOR
YOUR ACCOUNT TEAMS

1010DATATM

MORE POWER TO YOU

INSIDE YOU'LL FIND OUT:

- ◆ Why data unification within a consumer goods company is important and what makes it difficult to achieve
- ◆ Best practices for unifying data
- ◆ How 1010data can help you unify data across your company and account teams

In today's competitive landscape, a unified view of data is a critical success factor in ensuring a company's future growth.

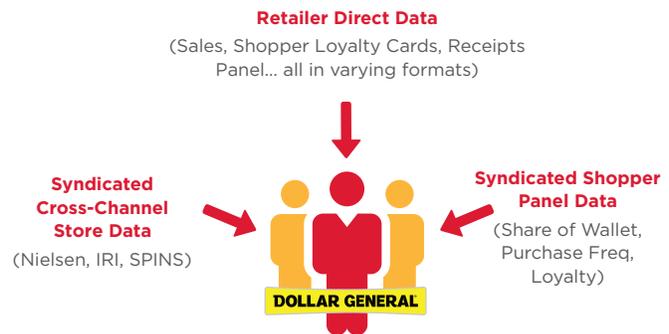
DATA UNIFICATION IS A CHALLENGING BUT CRITICAL ENDEAVOR FOR CONSUMER GOODS COMPANIES

Every CPG company, regardless of size or industry, struggles with effectively managing high volumes of internal and external data from their retailer partners and third party providers. Account teams often don't control their own analyses since every retailer individually designs their own data transfer, causing teams to scramble to figure out how to best work with the information provided.

Without a well thought-out data unification plan, consumer goods companies cannot build lasting best practices across their account teams. Other risks include:

- ◆ Minimal use of external data
- ◆ Lack of granular data analysis
- ◆ Low analytical flexibility at account level
- ◆ Lack of customization by account
- ◆ Non CPG-controlled
- ◆ Limited insights
- ◆ Costly replication efforts

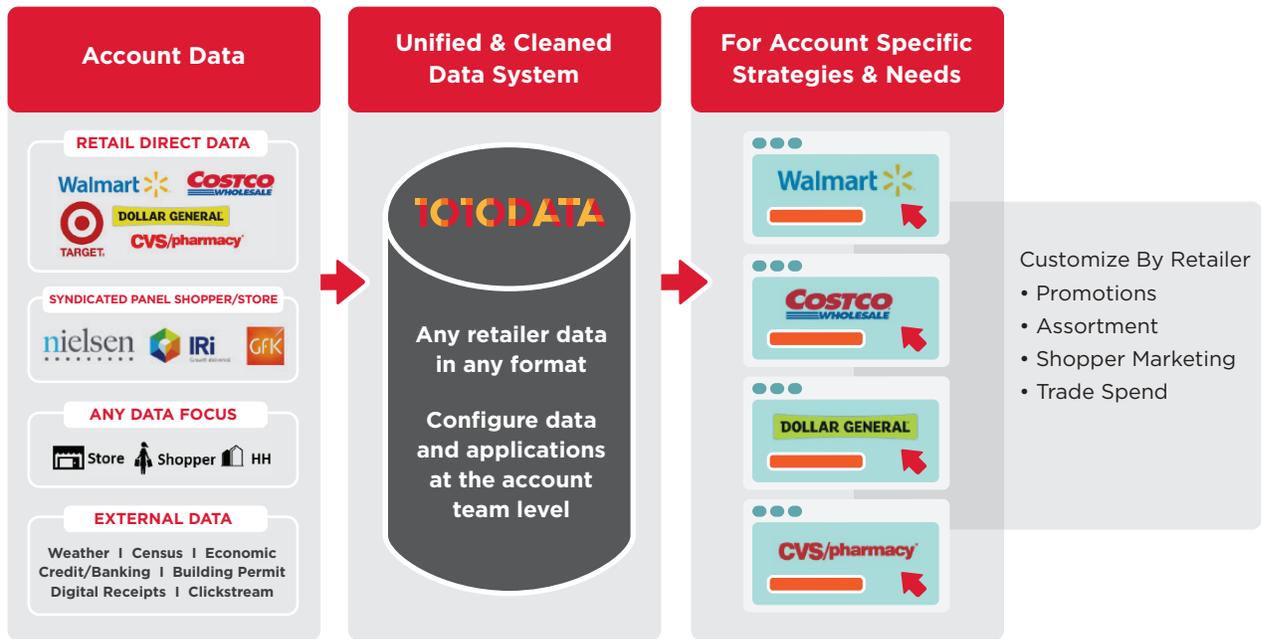
ACCOUNT TEAM DATA SOURCES



STREAMLINE DATA UNIFICATION THROUGH INDUSTRY BEST PRACTICE

- ◆ **Identify Business Use Cases:** Align with company leadership to identify the use cases most relevant to your account and determine what data sets, both internal and external, are required
- ◆ **Simplify With A Single Solution:** Avoid farming out disparate management processes to multiple solutions which can increase complexity and cost
- ◆ **Build In Flexibility:** Decouple data loading from transformation and storage to enable a simpler, truer and more flexible form of extract-load-transform (ELT), also known as just-in-time transformation
- ◆ **Quickly Integrate New Data:** Create multiple touchpoints across IT and line-of-business users where new and disparate data can be integrated irrespective of job role

WITH 1010DATA, DEVELOP CORPORATE BEST PRACTICES WHILE PROVIDING FLEXIBILITY AT THE ACCOUNT LEVEL



- ▶ **Scalable Best Practice:** Develop corporate best practice and roll them out to as many account teams as you want
- ▶ **Customized Ad-Hoc Applications:** Give account teams flexibility to build ad-hoc applications and conduct ad-hoc analysis for their specific customer needs
- ▶ **ERP System Agnostic:** Unify data from any data management system or data source
- ▶ **Data Agnostic:** Combine structured and unstructured data from any source and at any level of granularity as long as the data fits a tabular paradigm
- ▶ **Multiple Loading Options:** Load data through a variety of self-service tools including an ODBC connection, proprietary data loading utilities, Excel add-in, or interface spreadsheet
- ▶ **Built-In Data Harmonization:** Harmonize data sets with statistical matching and string manipulation
- ▶ **Data Reclassification:** Easily tag data to dynamically manage access to different data sets and provide as many views of the data as you need
- ▶ **Just-In-Time Transformations:** Enable a more flexible form of ELT and avoid costly logic changes by storing data in its original form and transforming the data in the final moments prior to rendering insights to the user
- ▶ **More Than A Data Lake:** Store all your data and conduct analytics on the same platform
- ▶ **Ready-To- Analyze Data Sets:** Blend in a host of pre-loaded external data sets such as historical weather patterns, economic conditions, and online and in-store consumer spending for maximum insight

DATA UNIFICATION FOR YOUR BUSINESS

From combining multi-sourced data to enabling data blending at the user level, 1010data's core architecture provides an end-to-end data unification solution to help consumer goods companies:

- ◆ Identify and execute corporate best practices for account team management
- ◆ Enable account teams with greater analytical flexibility
- ◆ Harmonize data across retailers and third-party providers
- ◆ Explore data in a business-friendly analytical environment

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 for more information.

TO GET STARTED, CONTACT 1010DATA TODAY.



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