



Consumer Packaged Goods:

Smart Decisions, Happy Customers

DATA

Information

Insight

Strategy

ACTION

Consumer Packaged Goods (CPG) companies have typically had limited information about their customers; however, these companies are now building sophisticated analytical infrastructures for competitive advantage. Leveraging Point of Sales (POS) information, these organizations are driving customer acquisition and retention strategies, controlling inventory and other spending, and managing their product mix.

To help CPG organizations with these initiatives, AmberLeaf has expertise in the following areas that directly enhance our clients' visibility into their customers, strategy, and performance:

The POS Data Warehouse. The foundation of consumer related analytics and the Demand Signal Repository is the POS Data Warehouse. Integrating your retailers' POS information into a centralized database forms the basis for the required analytics to assess pricing, marketing, and product performance. AmberLeaf not only designs and develops custom POS Data Warehouses but also leverages packaged solutions. These packaged applications, especially for mid-tier CPG organizations, can decrease development time and costs. AmberLeaf has experience with POS information in EDI, XML, and traditional file formats from the world's largest retailers including Target, Walmart, BJ's, and others.

Business Performance Management. CPG organizations need the requisite infrastructure in order to gain an understanding of all of their key business functions. AmberLeaf has experience in creating Business Intelligence applications to monitor sales performance, marketing effectiveness, shipment tracking, trade promotions, pricing, and merchandising. Leveraging a combination of ad-hoc reporting, management reports, dashboards, predictive modeling, and trade funds applications, AmberLeaf creates valuable decision making tools for CPG companies.

Sales Reporting. AmberLeaf has deep expertise in helping many different business to business organizations create powerful sales performance capabilities. Our expertise includes sales/shipment performance, sales force ranking, commission plan development (including reporting and forecasting), product performance, pricing analysis, account penetration, market penetration, share of wallet, account profitability or value, and account scorecards. We have experience working with all of the major user groups including executive management, regional managers, brand managers, sales representatives, and sales support where we leverage a variety of visualization techniques including report push technology, executive dashboards, and management reports.

Demand Forecasting. Leveraging package or custom applications allows us to provide our clients with powerful applications that leverage point of sales, cost, promotion, and shipment information to forecast consumer demand. These applications help manage product production, optimize marketing and promotion investments, and test price points. We can help your sales force advise your retail customers about promoting, pricing, and displaying your products.

Marketing Effectiveness and Analytics. Using a combination of retail, catalog, Web, and third party partnerships, CPG organizations need to optimize their marketing investments across a variety of channels. Using predictive analytics, trade funds management applications, pricing applications, and demand forecasting, we help these companies understand pricing options, product mix, messaging, and promotion response.