Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO Retail Execution Journey



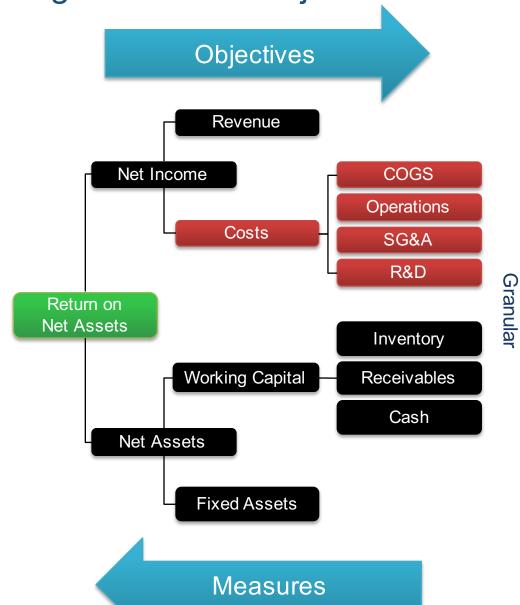


# Improving Decision-Making at the Point of Value Creation



### Measure Value Creation

Align Actions to Objectives



#### **Individual Actions:**

- Price this product...
- Stock this SKU...
- Expedite this...
- Promote this...
- Purchase this...
- Utilize this...
- Outsource this...



**Business Goals:** 

X% Rev. growth

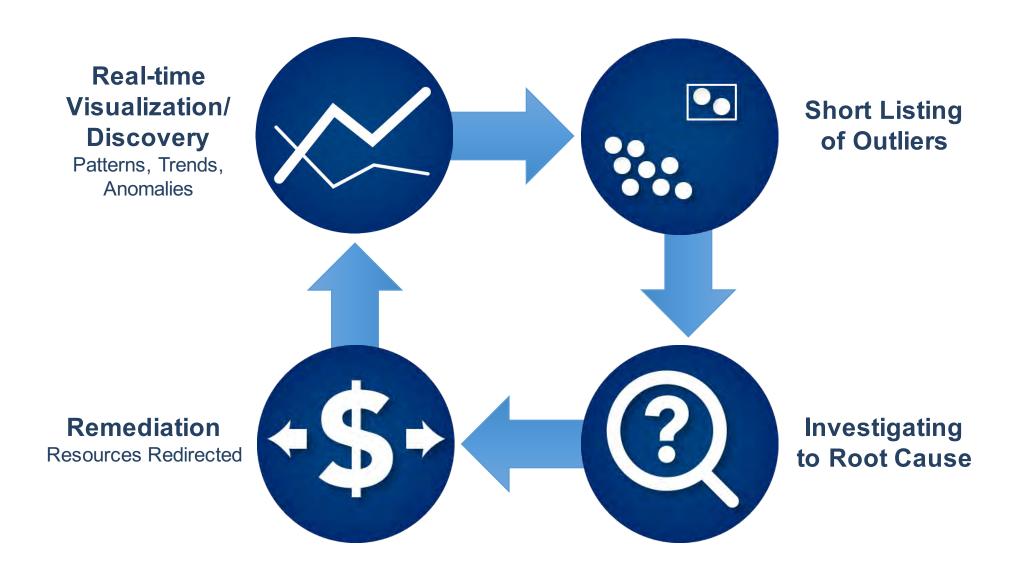
Return on capital

Net Op. Profit

Etc...

Aggregate

## Practice Continuous Improvement





## **Our Panel**



Ryan Van Fleet
Director of Business
Insights & Planning
New Belgium Brewing



Mike Woodard Demand Planner New Belgium Brewing



Jeff Birch VP of Finance Dr. Pepper Snapple Group



Dan Lust Partner PINTS LLC