

# THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with  
Exceptional Retail Execution



## Welcome to the Promotion Optimization Institute!

Michael Kantor  
CEO and Founder  
Promotion Optimization Institute



#POIRetailsummit

# POI Leading Research Available to You



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## POI TPx Vendor Panorama 2016



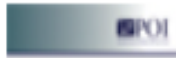
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## POI – The State of TPx and Retail Execution for Global Consumer Goods and Retail Report.pdf



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## POI-Four Critical Capabilities for Improving Promotional Outcomes



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## POI Retail Execution Vendor Panorama 2016



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## POI Best Practices – Change Management for Sales Organizations

<http://poinstitute.com/about/resources/>



Dan Woltman, Sr. Manager, Customer Solutions  
Kourosh Agahdel, Saint Joseph's University

### BUSINESS CHALLENGE

A large customer with 7,900 retail stores hit an all time low with their in stock rates, with as many as 25% of stores being depleted completely of inventory.

How can we assure product availability on shelf, especially around heavily promoted items?

In an effort to improve their in stock rates, Mondelēz collaborated with the customer to help move them from direct-ship to 3<sup>rd</sup> party distributor and focused on the utilization of Retailer Data to improve forecasting.

### PROJECT DESCRIPTION/SCOPE

Mondelēz, Customer, and Distributor teamed up to address the problem.

Using a Lean Six Sigma approach and store-level POS data, the team developed an improved end-to-end forecasting and store replenishment process. The improved process was introduced on a segment of items and had immediate results, especially around promoted items.

### RESULTS

- Incremental Sales of \$3M over 9 months
- Upward SSIS (In-stock) trends, with upside YTG
- March In Stock (SSIS) Performance at 96.35%
- Quality of Forecast improved
- Efficient and Timely VMI orders to Distributors DC's

### LEARNINGS/SURPRISES

Mondelēz had not gone through this process to this degree. Many of these types of decisions are made with very high level data and somewhat in a vacuum. The data, tool, and collaboration allowed this to be successful.

The biggest challenge was believing in the data and aligning on the process.

Some of the growing pains were: ensuring the data was clean and accurate, getting "buy in" from the decision makers that the data was good, and change management.

### DISCUSSION

#### Benefits

- SSIS (In-stock) improvement
- Display Sales Growth
- Impacts future forecasts
- Identifies Shelf gaps
- Validates the use of the process
- Improved relationship w/customer

Collaboration was key. Sharing common data kept everyone aligned and on the same page.

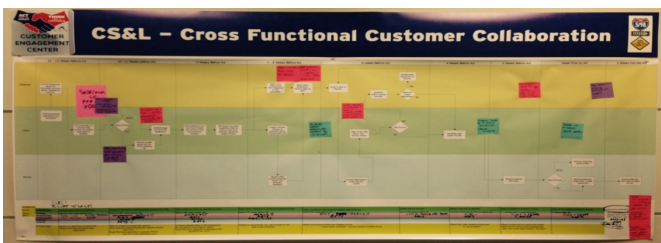
#### Next Steps:

- Fast Adapt process for Confectionary Business
- Expand process to like Customers
- Replicate process with other POS data tools

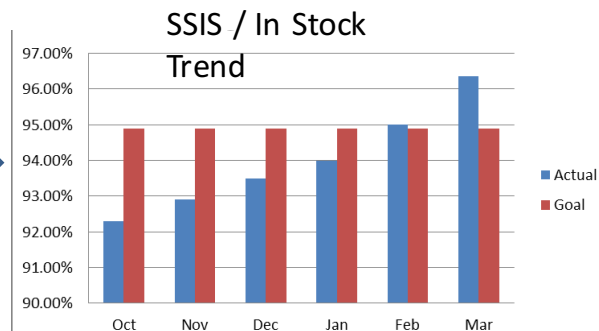
### REFERENCES

#### Key Inputs:

- Retailer POS Data
- Collaboration Team
- Third Party Analytics Tool Provider



Forecast Enhancement			
Item Number	Forecasted Units	Total Actual Units Sold	Variance
158520	16,198	10,585	-21.91%
160948	6,376	6,376	12.04%
271268	2,260	2,411	-6.28%
298968	41,371	41,301	0.17%
298969	32,361	14,802	118.63%
315183	43,959	27,309	60.97%
330192	32,779	23,963	36.79%
390499	39,102	17,434	124.29%
438800	13,343	12,972	2.86%
485839	1,940	2,050	-5.39%
562132	3,369	3,543	-4.92%
636365	1,636	1,924	-14.98%
636474	13,975	14,168	-1.36%
636477	41,884	24,074	73.98%
636579	54,383	36,054	50.84%
636982	110,294	55,631	98.26%
639980	75,347	41,895	79.85%
<b>Total</b>	<b>536,865</b>	<b>352,690</b>	





# POI Leading Retail Execution Workshop Today 11:45

Each company finds itself in the throes of transformation

What was your situation / what were the drivers to change?

What did you set out to achieve?

What were the challenges and how did you overcome these?

What were some key learnings?



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# Certified Collaborative Marketer (CCM)<sup>TM</sup>

## CCM Executive Training/Certification

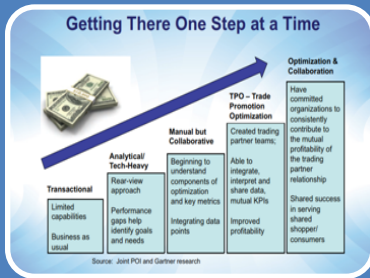
- 90% Online delivery
- Executive Program held at St. Joe's University in Philadelphia, PSU, ASU
- Learn Collaborative Cultures, Skills & Strategies
- Two day live kick-off, 16- week self directed study, 2-day final collaborative workshop event December 15-16, 2016
- <http://www.poinstitute.com/certification/certification-ccm.html>







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# Your Retail Execution - TPM-TPO and Global Collaboration Journey



## POI Research, Events, and Association Membership



## Education and Certification

# Leads to Optimization, Collaboration and Profitable Growth!