

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO
Retail Execution Journey



Journey to Becoming an Analytics-Driven Company


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Managing Director

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Part of Accenture Digital


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 **98.6°**
BODY TEMPERATURE

High performance. **Delivered.**

 **33%**
OXYGEN REMAINING

Strategy | Consulting | **Digital** | Technology | Operations

Market mix models

Demand planning

Scenario based optimization

Trade optimization

Category Leadership

**Collaboration
Performance**

Brand planning

Channel Development

SKU rationalization

Predictive analytics



Why now?

In today's competitive landscape, insight-driven decisions are the key to developing a competitive advantage.

...but robust analytics capabilities are needed just to keep pace.



Journey of an analytics driven company?

1. Centers of excellence
2. Agile governance offices
3. Capability development
4. Faster deployment
5. Raising the analytics IQ
6. Performance measurement
7. Innovation agility
8. Be recognized in Kantar and Advantage scores
9. Have Mike and Dale recognize you in POI Pulse



Meet our panel



Rick Davis
Vice President
Office of Data
Acquisition &
Governance
Kellogg Company



Paul Keller
Sr. Director of
Sales
**PepsiCo North
American
Nutrition**



**John L. Stanton Ph.
D.**
Professor of Food
Marketing
**Saint Joseph's
University**

Questions

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April 10-12, 2016

Intercontinental Hotel, Chicago



Questions?
DH, Partner, POI