



THE POI NORTHEAST REGIONAL SUMMIT

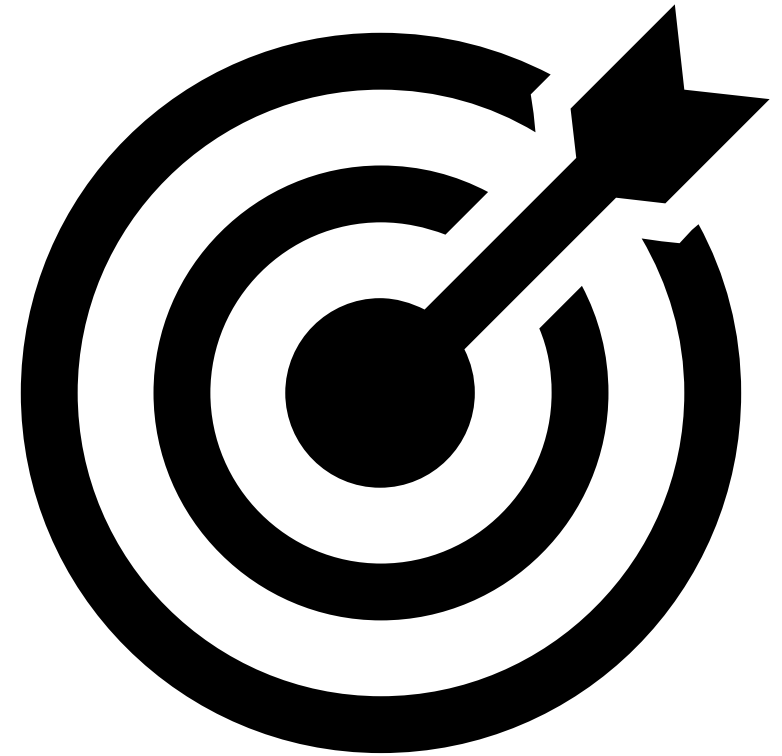
Achieving Growth Through RGM,
Retail Execution, eCommerce,
and Analytics Excellence



***Driving Excellence at the Point of Sale to Achieve
Perfect Store Objectives***

“Perfect Store” identifies the drivers of in-stores success unique to each market

- Drive category leadership and growth*
- Harness significant Trade Spend for Growth*
- Create step-change of in-store capabilities*
- Simplify, standardize and globalize processes and capabilities*
- Codify playbooks and best practices*



Mike Marzano

Director, Business Technology
Sysco Corp.



Kyle Barz

Sr. Manager, Global Sales
Functional Capabilities

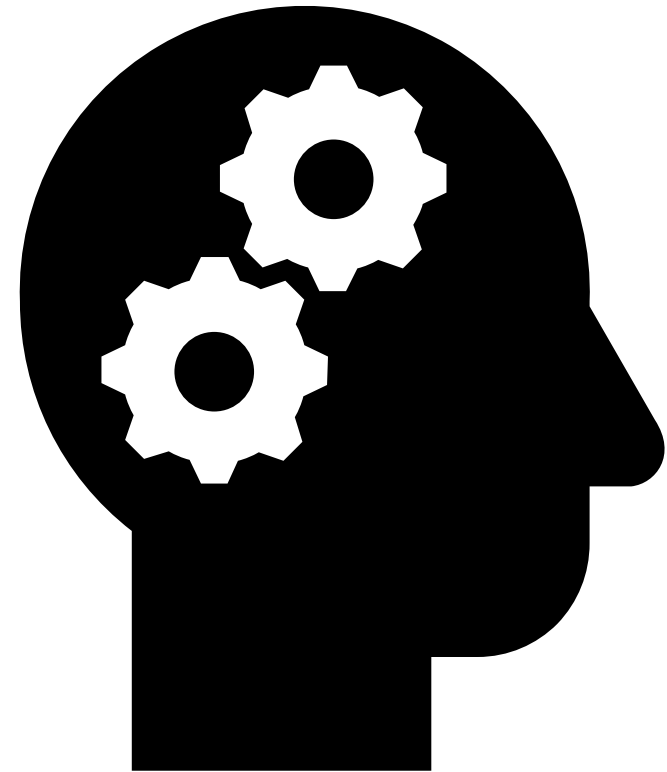
Mars, Inc.



Last year on this panel there was a good deal of discussion about the potential impact of Machine Learning and Artificial Intelligence on the retail execution domain, how have you seen this play out in your organizations?

Are there specific examples you can speak to... pilots, scaling to rollout, etc.?

What kind of results did you experience?

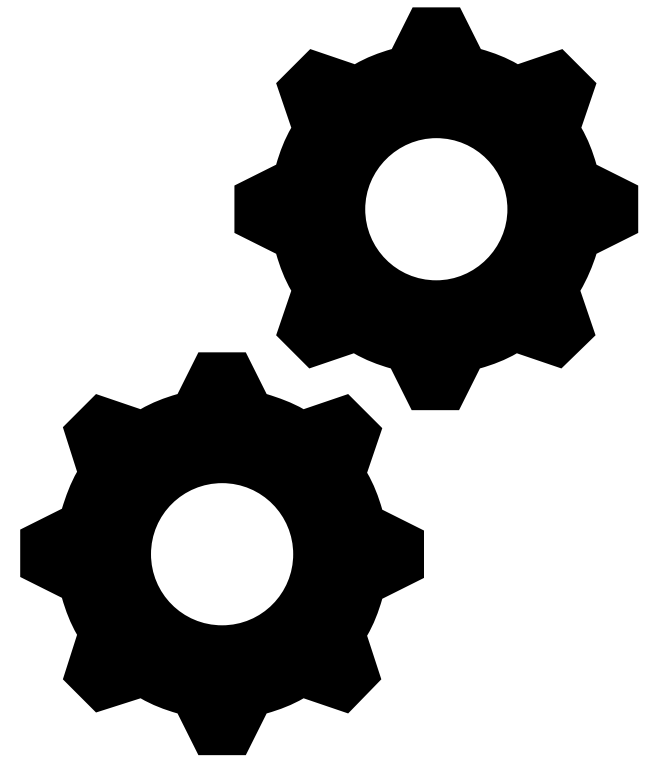


To achieve your goals, how do you see the impact of alternative channels to help with data acquisition, account coverage and sales – for example Augmented teams, Virtual BOTS, IOT, Crowd sourcing?



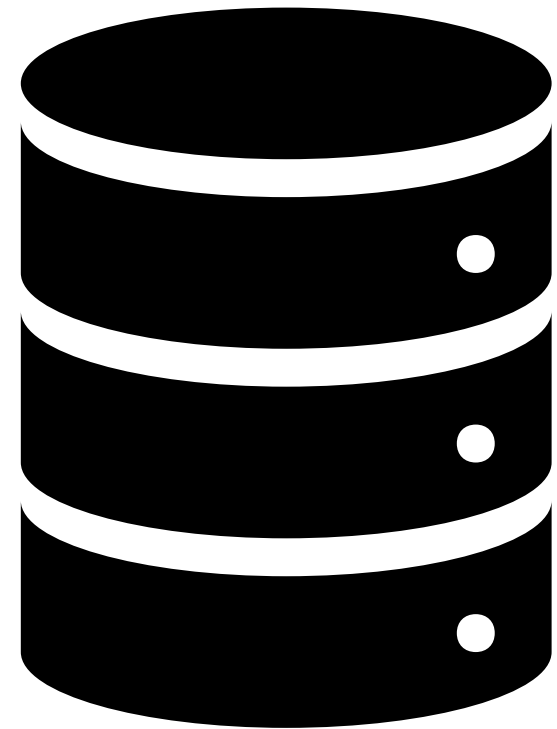
What is the benefit organizations find when moving beyond siloed operations of category management, trade management, field sales and merchandising to a more holistic, connected ecosystem?

Do you have examples in your organization?

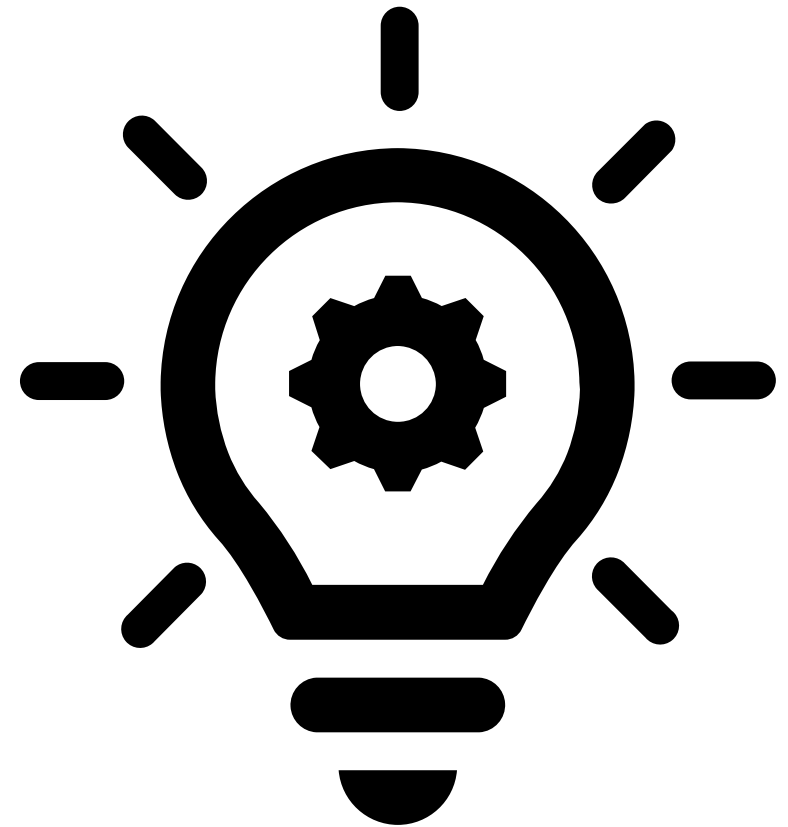


How can an organization harness the rich foundation of data available now available to drive better customer engagements and growth to deliver on the promise of RAO?

- Predictive / Prescriptive insights*
- Driving dynamic rerouting*

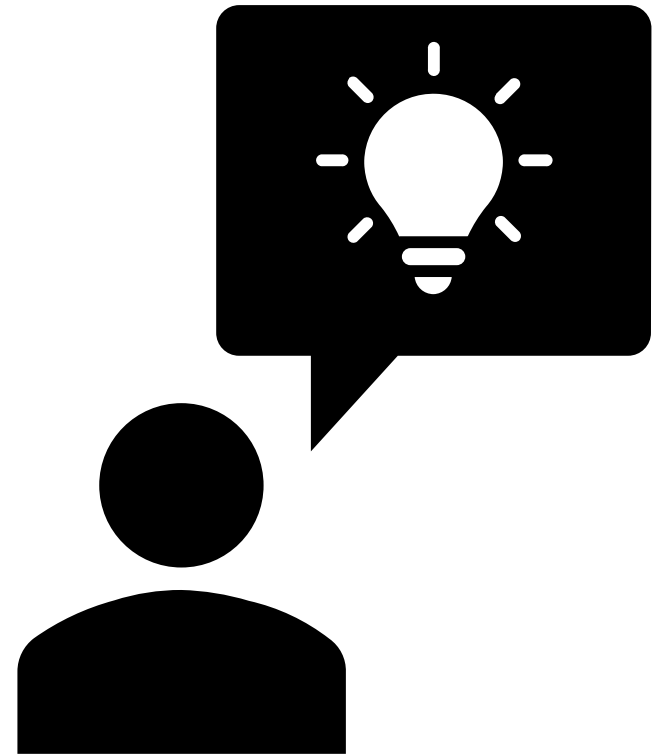


We're seeing some non-traditional uses of retail execution best practices and technology to address some unique challenges, do you have any ideas or examples from your business?



What's the future look like in terms of this space?

Are there any emerging areas you're paying attention to that you can discuss?



Any questions from our audience?





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Thank You