

Collaborative Marketing Driven by Advanced Analytics Summit

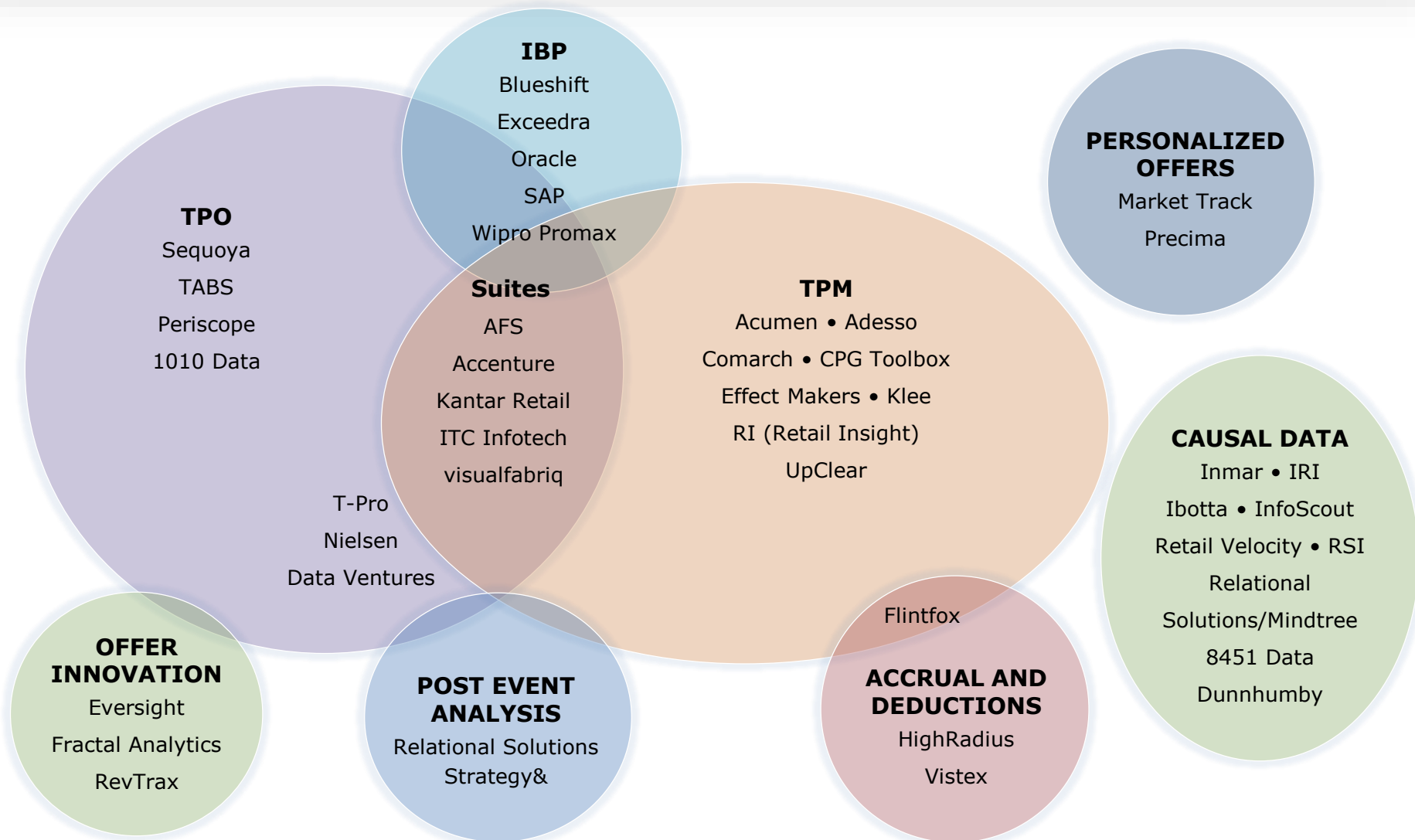
Ensuring Your Successful TPx and Retail Execution Journey



The POI Trade Promotion Galaxy, and its Relevancy to Collaboration and Mutual Growth

Dale Hagemeyer. Partner, POI

The POI Solution Galaxy for Trade Promotions



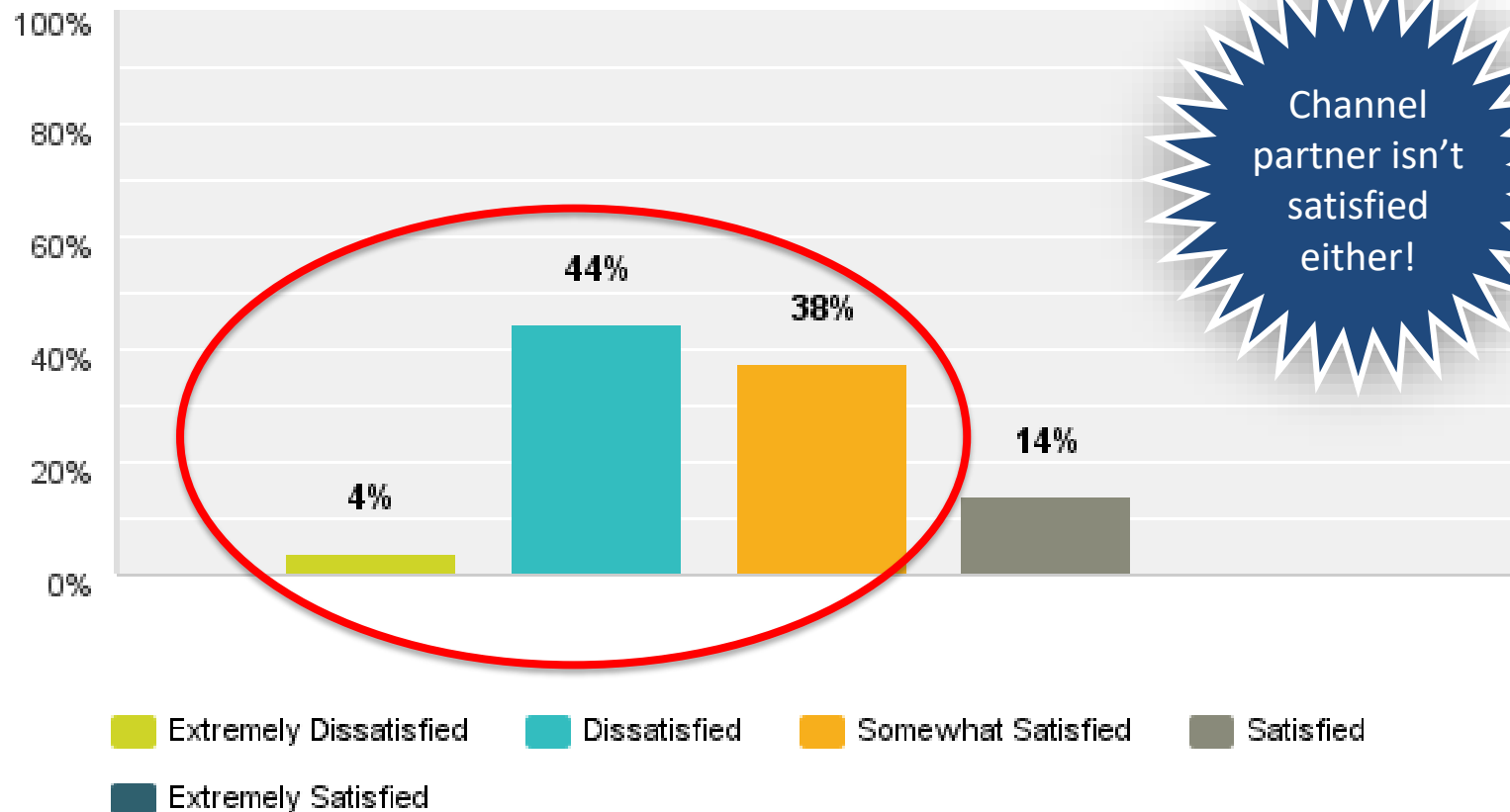


Part 1: How is the industry doing? A few KPIs

- 86% are not satisfied with ability to manage trade promotions
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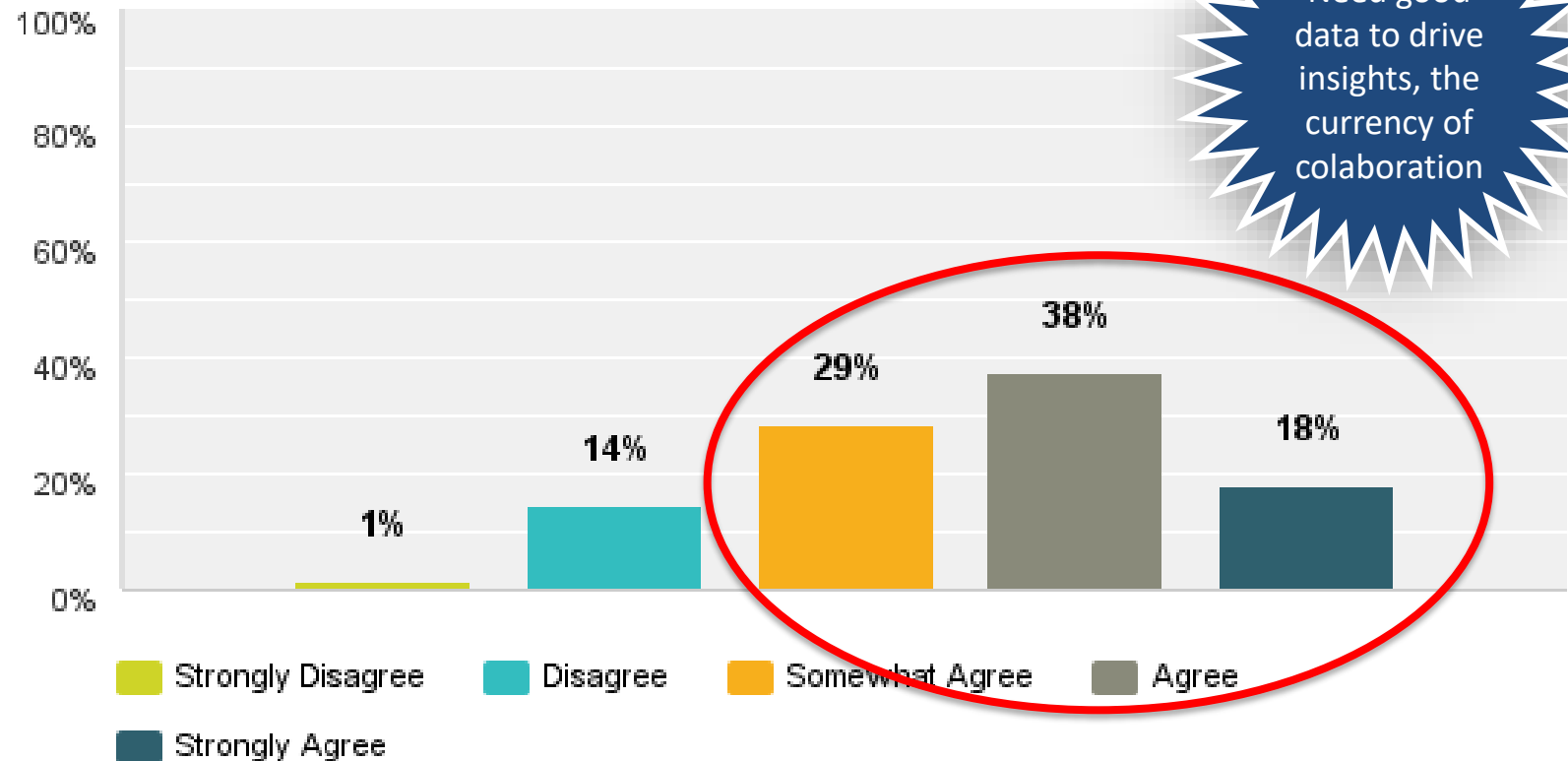
Source: POI Research. 2017 TPx and Retail Execution Survey

Q19: You are satisfied with your ability to manage trade promotions.



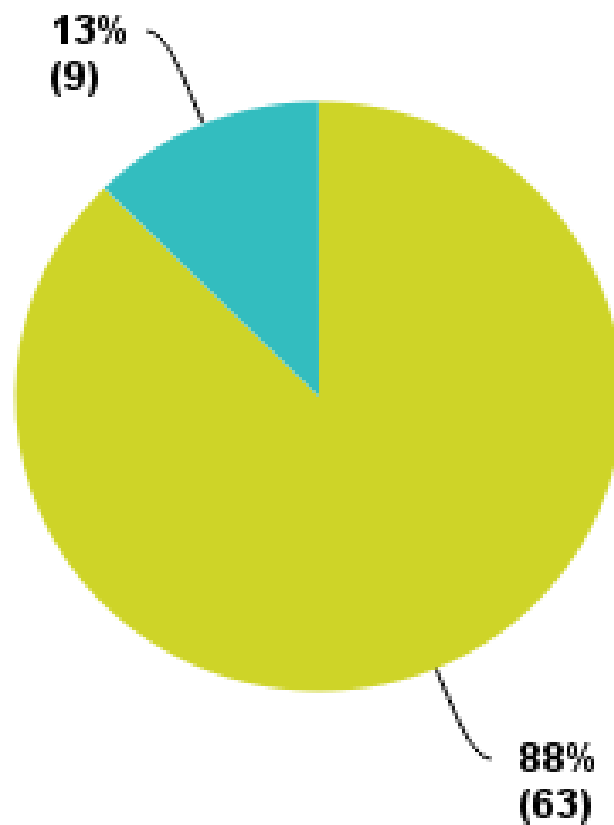
Source: POI Research. 2017 TPx and Retail Execution Survey

Q6: You have data quality issues from external sources such as POS (ePOS), syndicated data, etc.



Source: POI Research. 2017 TPx and Retail Execution Survey

Q25: Do you augment TPx functionality with spreadsheets to meet your needs?



Source: POI Research. 2017 TPx and Retail Execution Survey

Yes No



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Source: POI Research. 2017 TPx and Retail Execution Survey

Part 2: What is the problem/opportunity?

1. Vagueness of what is the business process and analytics that surround it.

Example: Category management. 30 People in a room. 28 different definitions of what it is and the steps to doing it. 2 people sleeping.

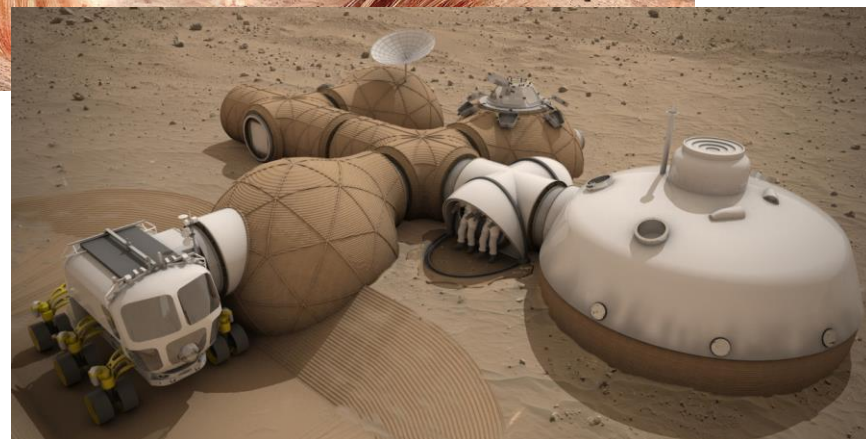




Part 2: What is the problem/opportunity?

2. Lack of an industry lens, or downright lack of industry functionality.

Example: NASA
has really smart
people, but would
you like to live in
their idea of a
housing
development?



Part 2: What is the problem/opportunity?

2b. Are you willing to explain everything to them?



Part 2: What is the problem/opportunity?

3. This is the age of best-of-breed, but how does it all fit together?

Example: All the hype and confusion about public cloud, private cloud, on-premise, etc.



Part 2: What is the problem/opportunity?

4. “Partnerships” amongst vendors range from mere business card exchanges to deep integration and training.

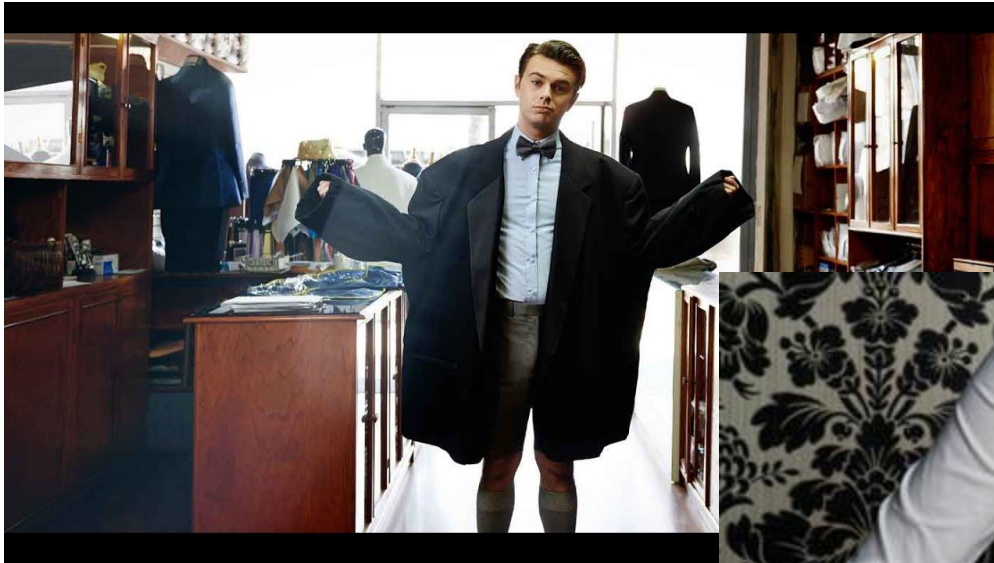
Example: In the POI TPx vendor panorama, 28% of partnerships changed versus last year.





Part 2: What is the problem/opportunity?

5. It is hard to understand what will scale and what might not.

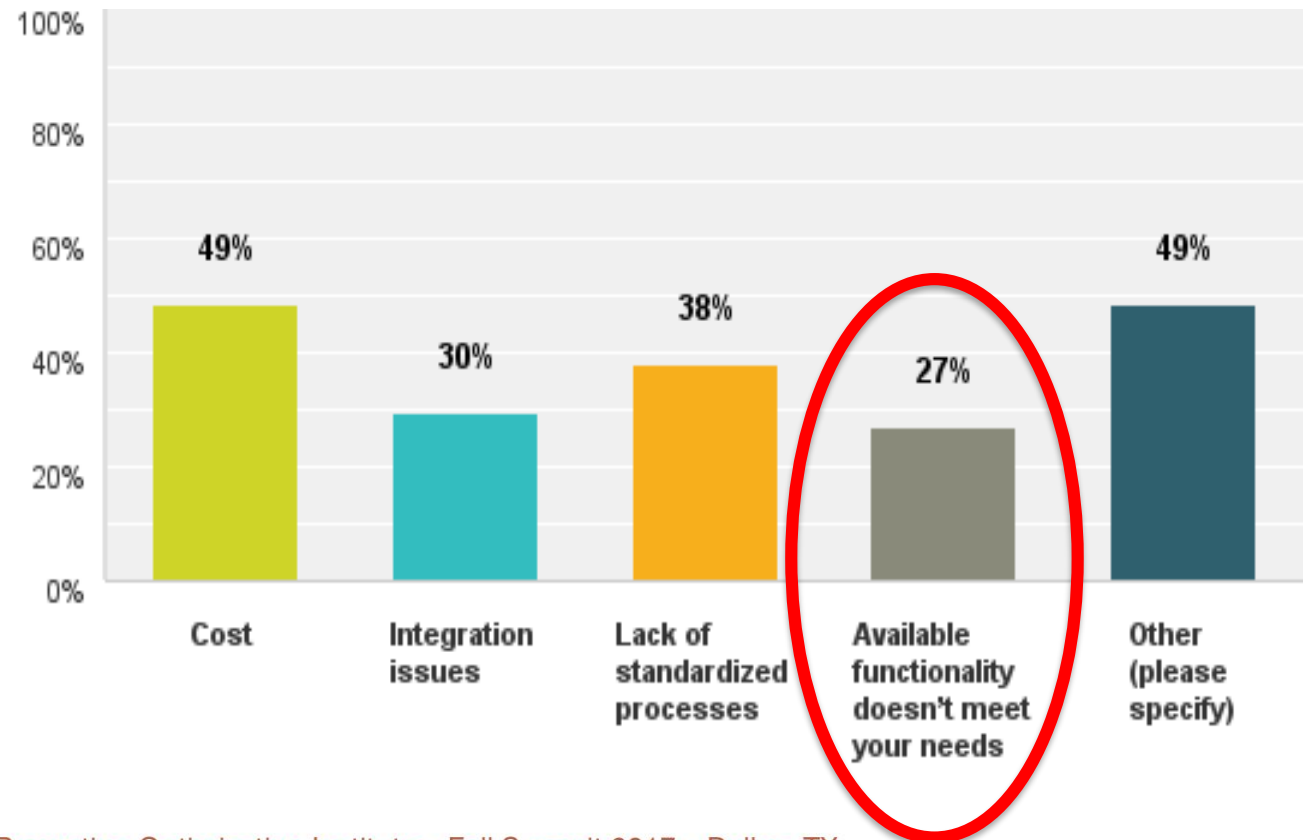


Part 2: What is the problem/opportunity?

6. Don't know what functionality is – or is not- out there and readily available

Example: A whopping 27% believe this.

Question: what impedes you from getting a server-based TPM solution?





Part 3: Common pitfalls

1. “Co-develop with me”.
2. “Buy my big data appliance and it will fix all your problems”.
3. Try too hard to buy everything from a single source and then compromise functionality or performance.
4. Never able to integrate. It is always “a subsequent phase”, or else perceived as just too expensive.



Part 4: Applying the “POI Galaxy”

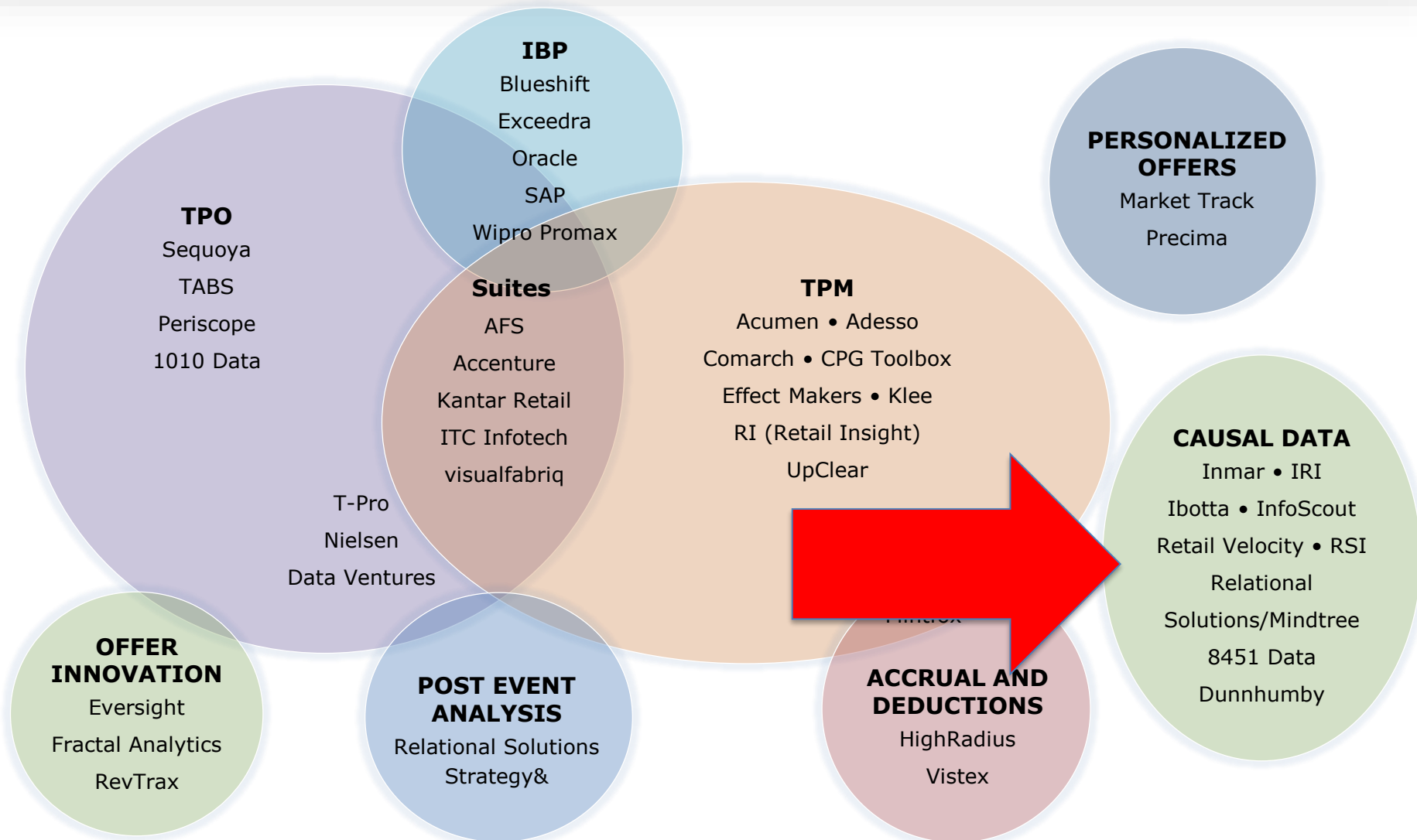
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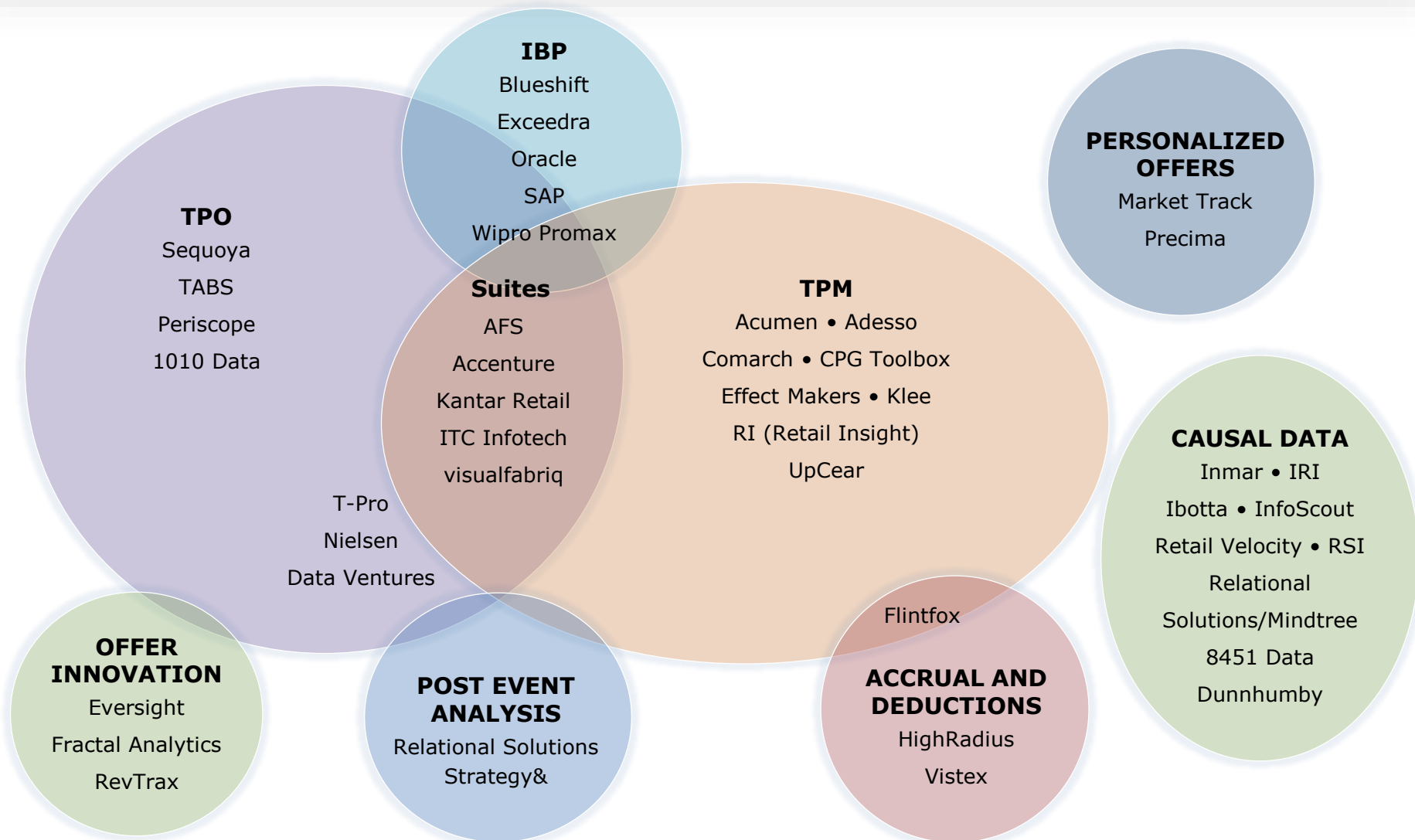




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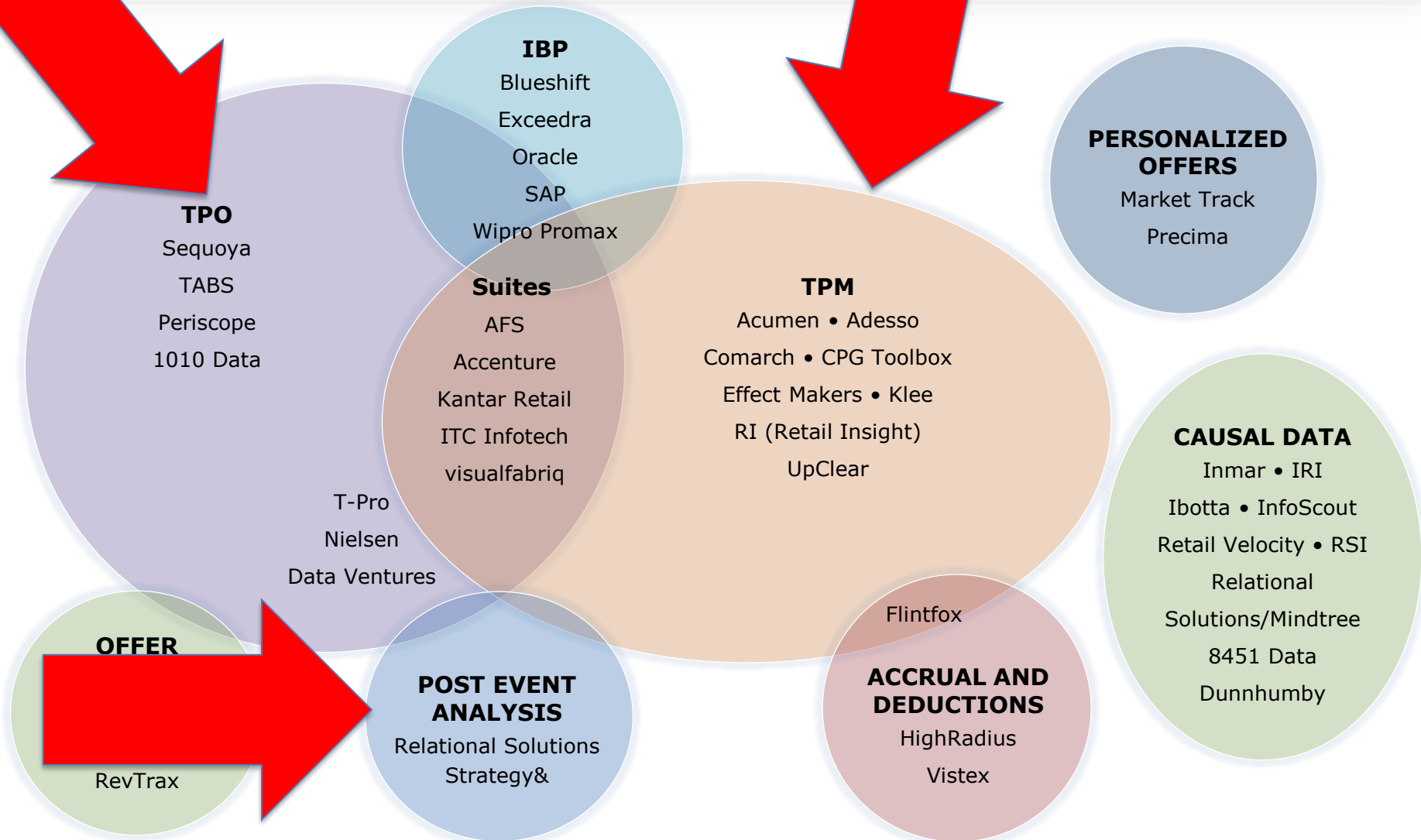




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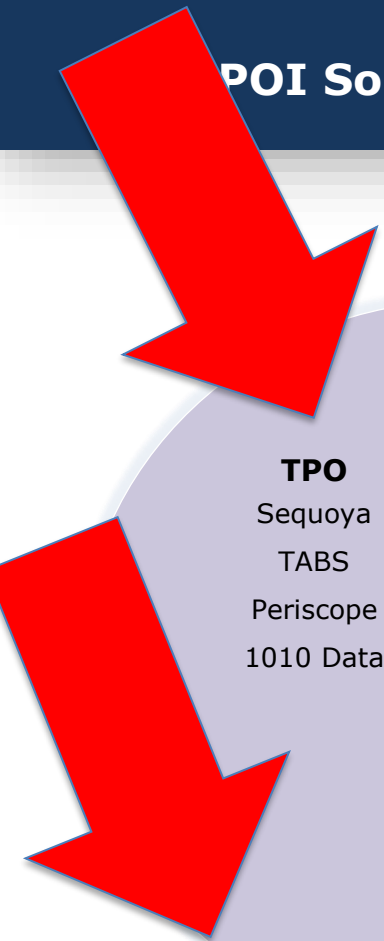




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TPO
Sequoya
TABS
Periscope
1010 Data

T-Pro
Nielsen
Data Ventures

IBP
Blueshift
Exceedra
Oracle
SAP
Wipro Promax

Suites
AFS
Accenture
Kantar Retail
ITC Infotech
visualfabriq

TPM
Acumen • Adesso
Comarch • CPG Toolbox
Effect Makers • Klee
RI (Retail Insight)
UpClear

PERSONALIZED OFFERS
Market Track
Precima

CAUSAL DATA
Inmar • IRI
Ibotta • InfoScout
Retail Velocity • RSI
Relational
Solutions/Mindtree
8451 Data
Dunnhumby

OFFER INNOVATION
Eversight
Fractal Analytics
RevTrax

POST EVENT ANALYSIS
Relational Solutions
Strategy&

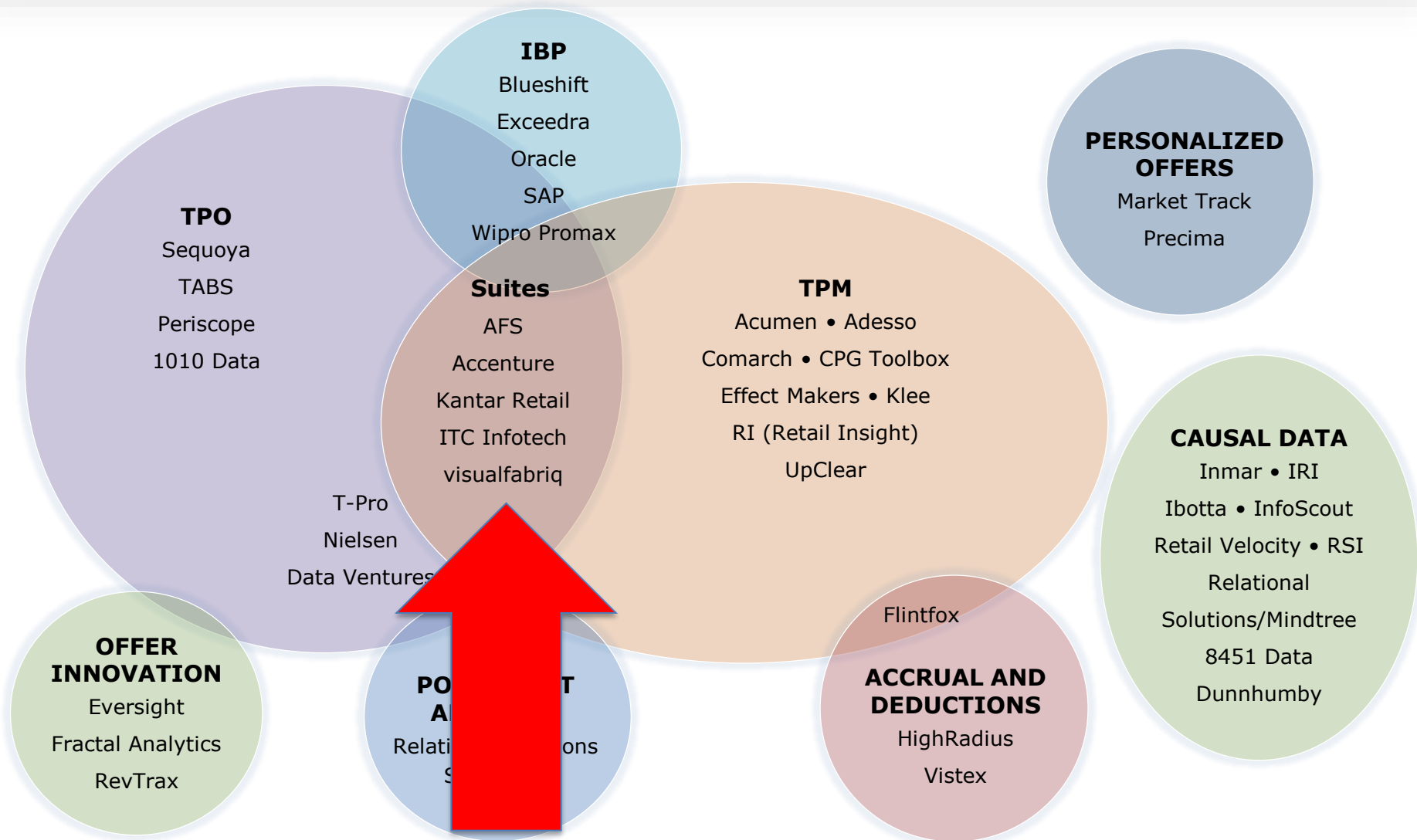
Flintfox
ACCRUAL AND DEDUCTIONS
HighRadius
Vistex



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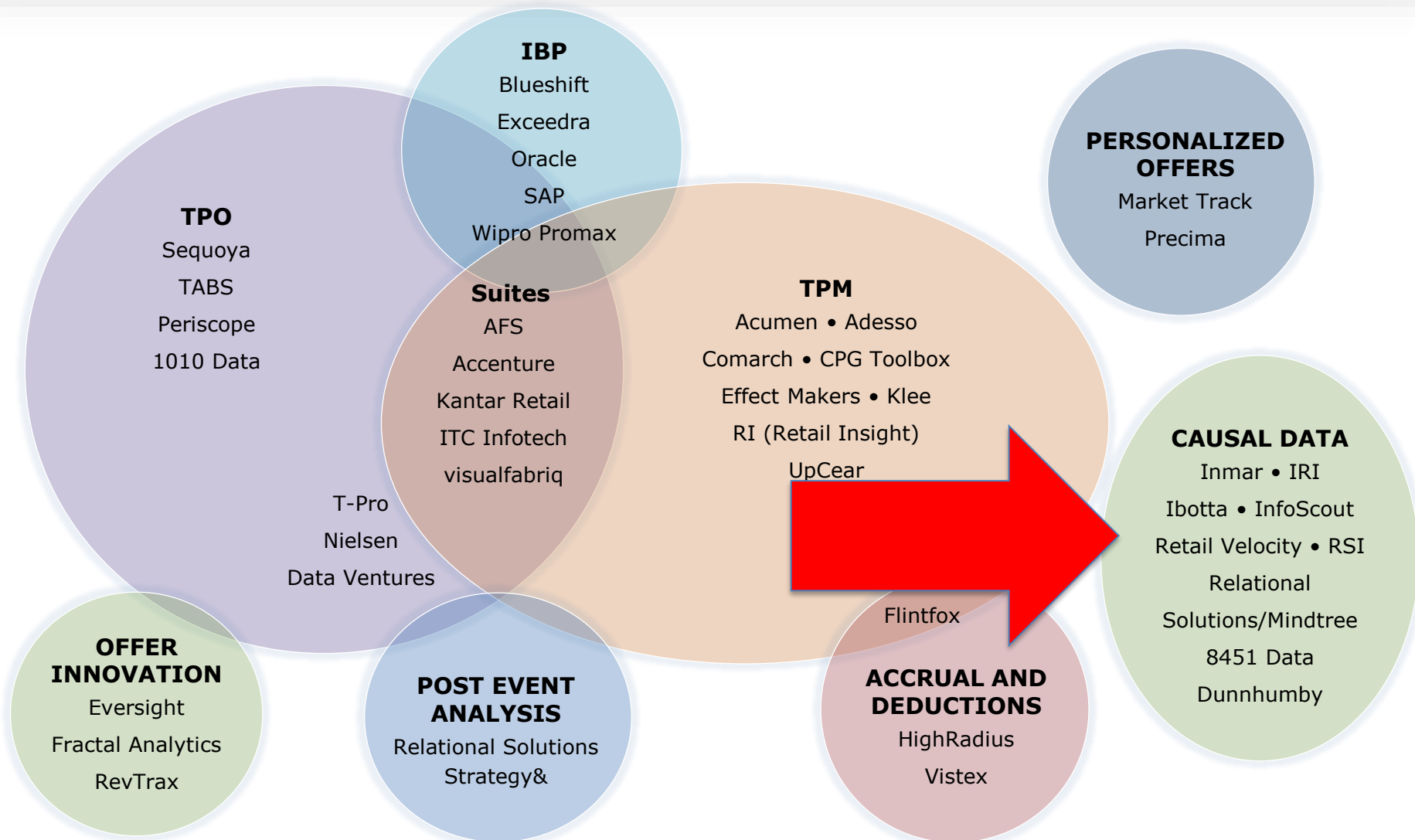




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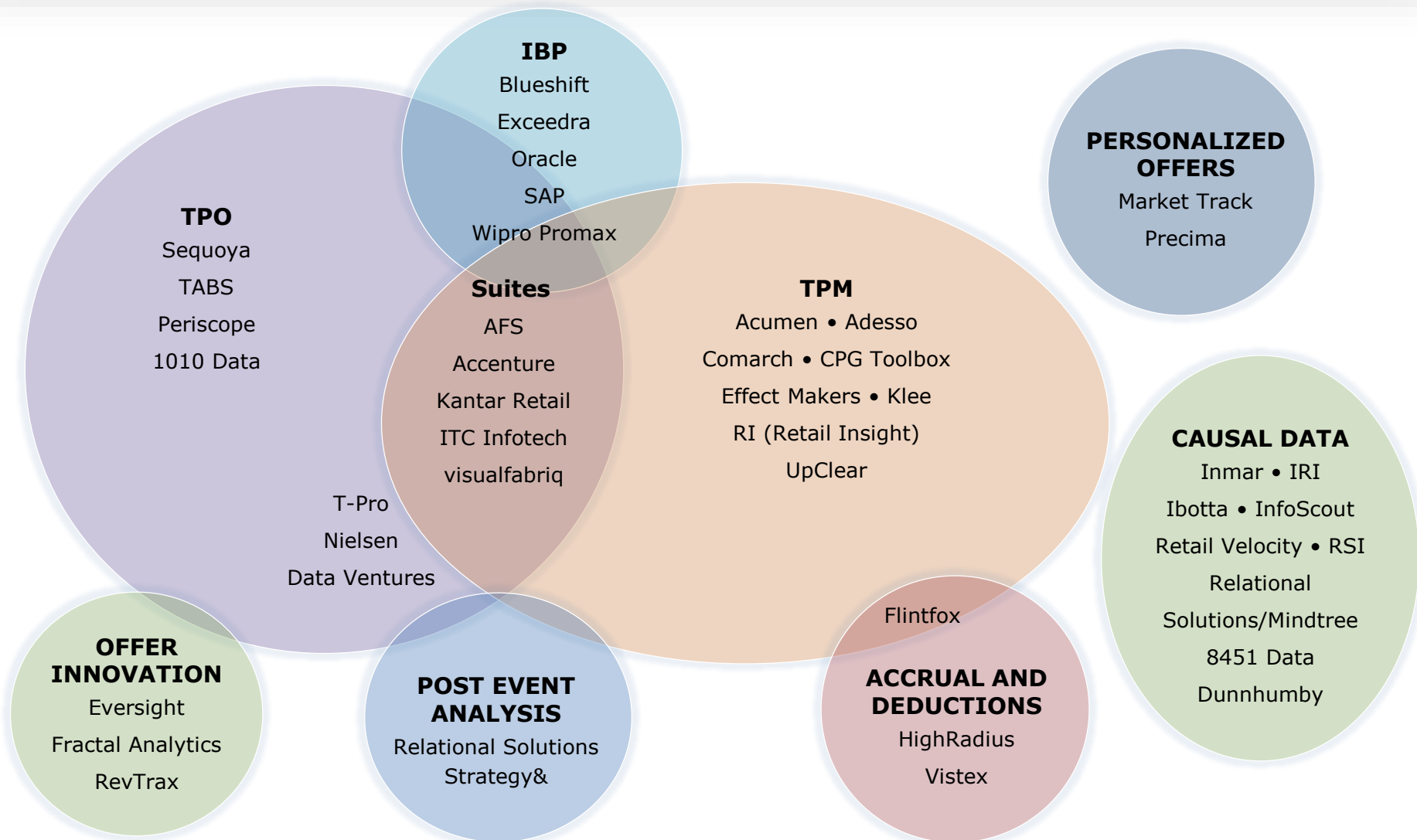




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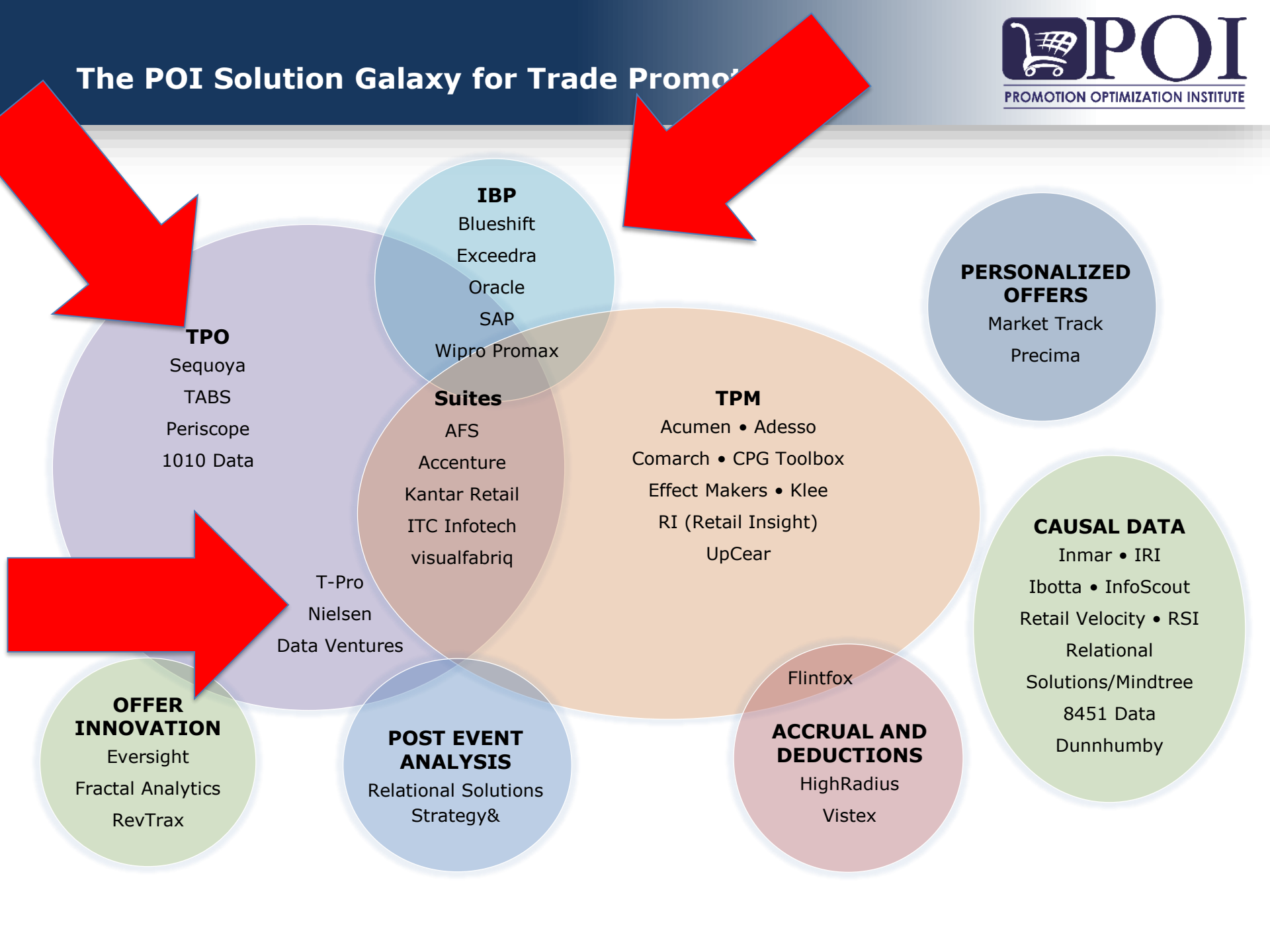




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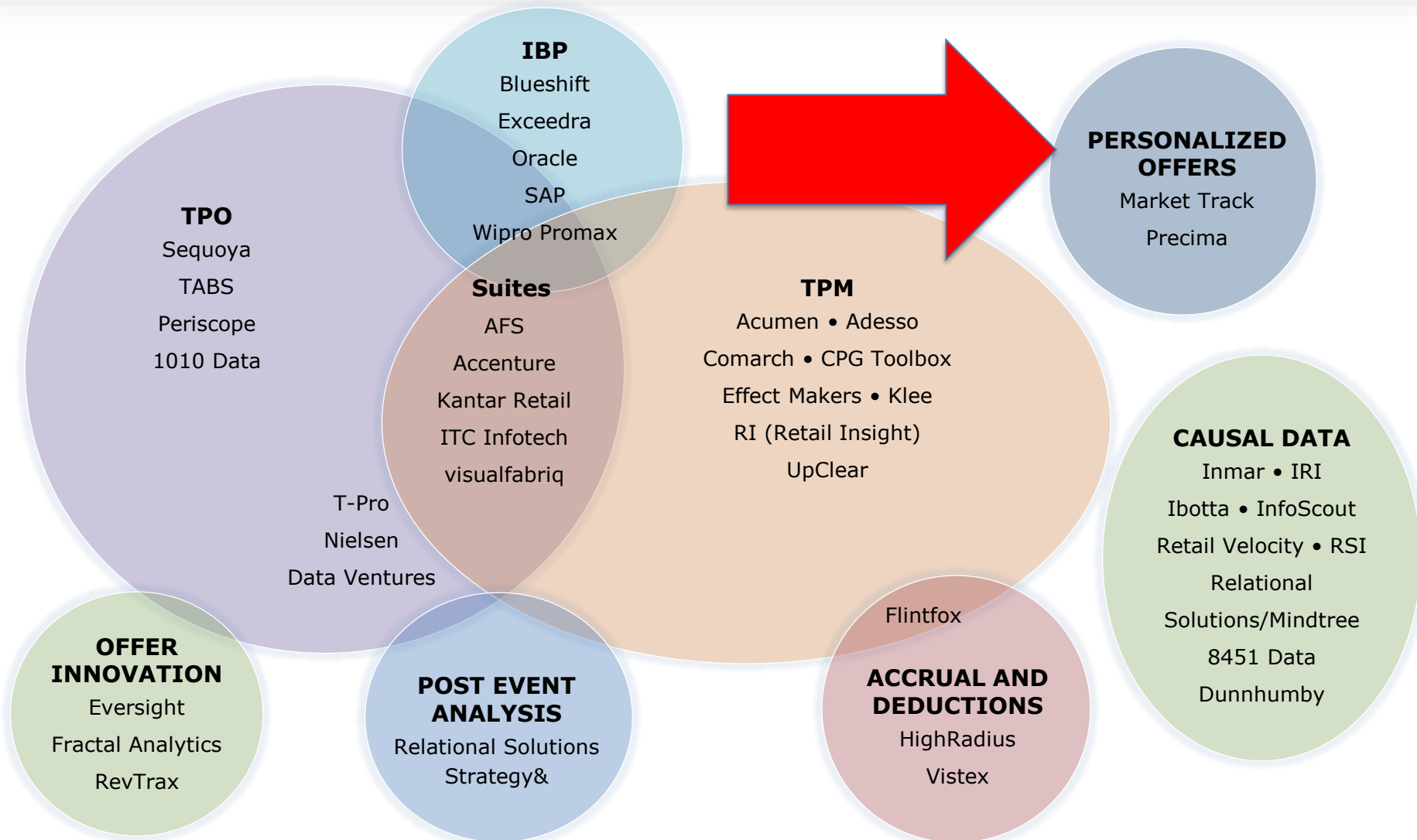




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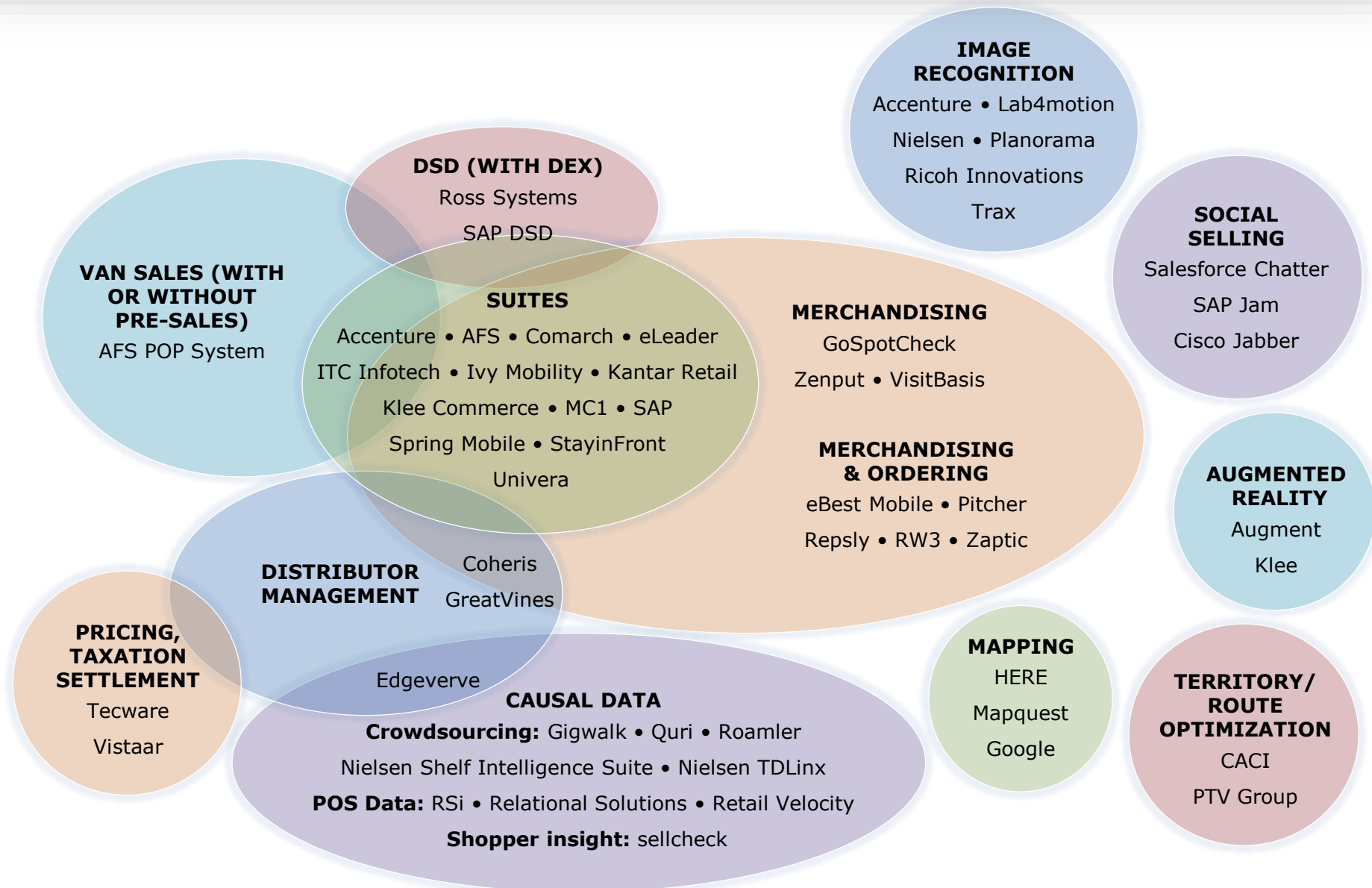
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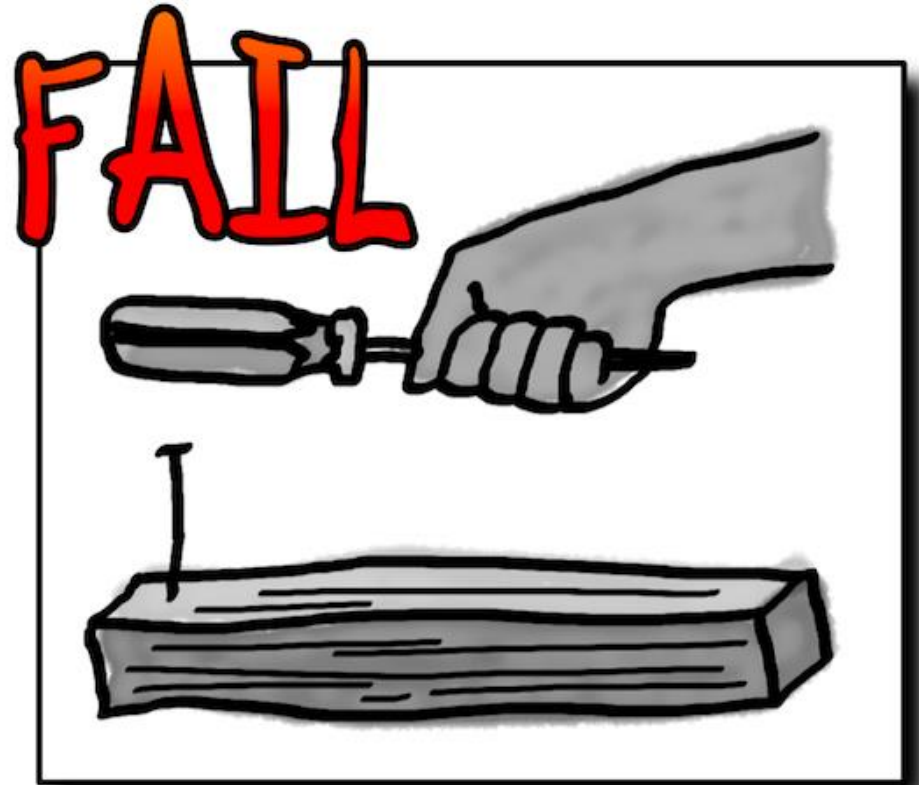
And guess what?

The POI Solution Galaxy for Retail Execution



In Summary

- Lots of really good tools
- Use the right one(s)
- Beware of the NASA house
- Utilize the POI Galaxy
- Also, other POI resources
- **Have Fun!**



Please take the POI 2017-2108 survey: :
<http://bit.ly/POITPXRESurvey18>