



POI European Summit

Successfully Navigating Growth in the New CPG and Retail World



#POIEUROPE19

Welcome to the Promotion Optimization Institute!

Michael Kantor
CEO and Founder
Promotion Optimization Institute (POI)



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Welcome Aboard!



POI by the numbers:

Multi-Billion Dollar CPG Dropped \$2mm to Bottom Line

Every Certified Collaborative Marketer Graduate has been promoted, and/or has taken on additional responsibilities

Serves over 1500 Manufacturers, Retailers, and Solutions Providers in 26 countries with unique needs focused on Growth

Consistent growth in members, attendance and facilitating sales, market share, & profitability for Retailers and CPG's

Growing resources and member services, including: Research, advisory, and best practice education/reports

POI Resources for Business Creation, Management and Leadership



Promotion Optimization Institute, LLC

POI TPx Vendor
Panorama 2018



Promotion Optimization Institute, LLC

Vendor Panorama for Retail
Execution and Monitoring
in Consumer Goods 2018



As a CPG industry leader, POI creates & executes the TPx & Retail Execution Vendor Panoramas to support Manufacturer and Retailer RFI capabilities investigation.

POI partners with leading CPG consultants, vendor partners, retailers and manufacturers to produce white papers and share CPG thought leadership across the industry.

Certified Collaborative Marketer (CCM)TM

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 June 19-20, 2019
- <http://www.poinstitute.com/certification/certification-ccm.html>





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How POI Serves Manufacturers and Retailers

Obtaining Best Practices: the Promotion Optimization Institute

Facilitates Your Learning Style



Broad coverage of collaborative TPx, retail execution and analytics

Outcome	Meet people with similar challenges, projects, and phases	Interact with leading technology and service vendors	Hear the good and bad from those who along the journey	Give me appropriate documents to read, and share with my team	Help me work through my unique situation	Certify me as a "Collaborative Marketer" CCM™
Avenue	Peer networking <input checked="" type="checkbox"/>	Vendor access <input checked="" type="checkbox"/>	Case studies <input checked="" type="checkbox"/>	POI research <input checked="" type="checkbox"/>	Access to subject matter experts <input checked="" type="checkbox"/>	16 week on-line course of study and certification
POI Role	POI industry events, share groups, and personal introductions	POI Industry events bring sponsors and user organizations together	Presentations at POI events, written documents, Webinars, Meet with your team	Guidance on appropriate readings as well as open access to POI resources	1 on 1 discussion format with POI leaders and all resources	POI runs academic program at St. Joseph's University (and others) – Collaborative Marketing.

POI View – Holistic Planning



Holistic Process Transformation Required:

Duplicative work effort is exerted across the organization & hinders “one version” of the truth

CMO	CCO	CFO	Varies by Company	COO	CIO
Marketing	Sales	Finance	RGM	Demand Planning	Technology
<ul style="list-style-type: none">• Pricing & lift coefficients• Baseline	<ul style="list-style-type: none">• Pricing & lift coefficients• Baseline• Incremental• Discount depth & frequency• Assortment & mix• Spend	<ul style="list-style-type: none">• Pricing & lift coefficients• Baseline• Incremental• Spend	<ul style="list-style-type: none">• Pricing & lift coefficients• Baseline• Incremental• Discount depth & frequency• Assortment & mix• Spend	<ul style="list-style-type: none">• Pricing & lift coefficients• Baseline• Incremental	<ul style="list-style-type: none">• Partner to develop & ddeploy business technology requirements

Solution 1: Holistic Data Transformation and Management

Solution 2: Enterprise Data and Analytics - COE



Upcoming Events in 2019

POI European Summit

POI
PROMOTION OPTIMIZATION INSTITUTE

Successfully Navigating Growth in the New CPG and Retail World

14-16, May, 2019 | SS Rotterdam

The POI Canadian Summit

Driving Profitable Growth North!

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PROMOTION OPTIMIZATION INSTITUTE

June 12-13, 2019 • Toronto, Ontario

THE POI NORTHEAST REGIONAL SUMMIT

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

POI
PROMOTION OPTIMIZATION INSTITUTE

September 25-27, 2019 | Hyatt Regency Morristown, NJ

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx and Retail Execution Journey

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November 6 - 8, 2019
Westin Galleria Dallas





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Getting There One Step at a Time



Transactional
Limited capabilities
Business as Usual


Manual but Collaborative
Analytical Tech-heavy
Rear-view approach
Performance gaps help identify goals and needs

TPQ - Trade Promotion Optimization
Created trading partner teams
Beginning to understand components of optimization and key metrics
Integrating data points
Improved profitability

Optimization & Collaboration
Have committed organizations to consistently contribute to the mutual profitability of the trading partner relationship
Shared success in serving shared shopper consumers

Source: 2016 POI and Gartner research

Your TPx-RGM - Retail Execution and Global Collaboration Journey



POI Research, Advisory, Webinars, Workshops, and Membership



Education, Share Groups, Training and Certification