



“Meeting CPGs Where They Are.... With What they Need”

**2019 POI Fall Annual Summit
Dallas, Texas**

Thursday, November 7th, 2019



Who Are We ... Blacksmith Applications



- **Best-in-Class CPG solutions for Retail & Foodservice**

- Plan, Manage, Analyze, Optimize
- Trade & Revenue Growth Management

- **Best-in-Class CPG Solutions**

- TPM
- TPO
- TPX

- **Client-proven Transformation**

- References, Case Studies, POCs, ROI
- Speed to ... Live ... Usage ... Results ... Success
- “Crawl-Walk-Run” Approach & Delivery

- *Private company **founded in 2000***
- *13th consecutive years of operating profit*
- ***100+ successful implementations***
- ***32 of top 50 CPGs as clients***
- *18,000+ daily users*
- *570,000 promotions processed annually*
- *\$8 billion of claims processed annually*
- *SOC Certified*
- ***Acquired T-Pro in 2019***

What We Do ... Deliver Client-Proven Transformation



- **16% Increase in promotional ROI** across the company
- Applied learnings from PEA to eliminate ineffective and non-competitive promotions
- **Met budgeted volume and spending for first time in over a decade**

"T-Pro had a clear focus on optimization and a demonstrated ability to integrate Best in Class thinking into the full trade investment cycle, which resulted not only in improved results for Welch's, but for our customers as well."

Laurie Ross
Director of Sales Planning



- Eliminated manual spreadsheet data compilation and analysis
- **Implemented PEA to Streamline & automate** processes
- **Adopted T-Pro baselines** after comparison to custom baselines revealed greater accuracy.

"After one year using T-Pro, this team of analysts saw over a 50% reduction in the time it took to perform post-event analysis and went from analyzing only the top 5 customers quarterly to all of their customers."

Craig DeSimone
Sr. Manager Global Revenue
Growth Management



- Single Trade-focused Stakeholder Implemented **T-Pro TPO solution**
- Used **PEA and planning** capabilities to work with retailer to negotiate a blended plan rather than straight EDLP.
- Achieved greater breadth and depth business knowledge

"We're proud of what we've done over last several years with T-Pro Optimum. Our comfort and confidence with the people at T-Pro was an important. We knew we would receive great customer support and valuable business knowledge along with the solution,"

Scott Johnson
Sr. Manager Business Solutions

Building Improvement is Challenging



- Work in Multiple Tools/Systems
- Data - “Siloed” & Highly Manual
- Baselines - Inaccurate
- Processes - Labor Intensive & Error Prone
- Analytics – Time Consuming & Lack of Causals
- Planning - “Same as Last Year”

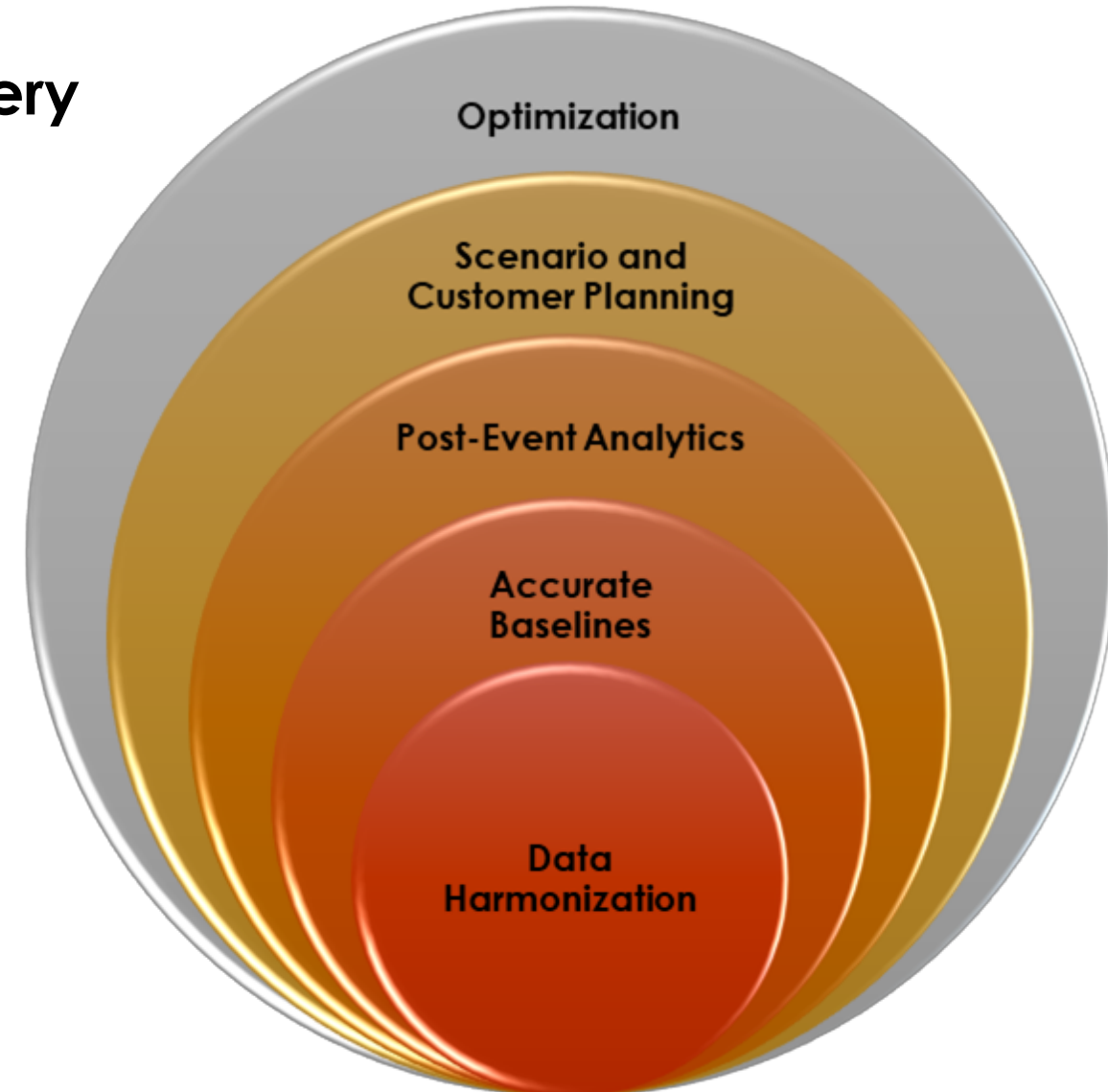




TPM, TPO, TPX Platforms ... Innovative Delivery

Focused on Specific Business Challenges

- Data Harmonization
- Baseline Accuracy & Improvement
- Advanced Analytics & Visualization
- Predictive Planning & Optimization
- Integration
- Other Initiatives – RGM, AI



Join our Team of CPG Partners in Transforming Both Yours & Your Customer's Trade Investment!!





BLACKSMITH APPLICATIONS

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THANK YOU!!