

# KANTAR

**POI Summit, Dallas, November 6-8, 2019**



**Leabe Commisso, VP Sales, Kantar Trade Optimization**

# UNIQUELY YOU - UNIQUELY KANTAR

At **Kantar**, we believe in using **Technology**, **Consulting** and **Insights**, in partnership, to support the success of our clients in truly driving **Growth**.





# SOLUTION SUITE TO MEET YOUR BUSINESS NEEDS

Assortment  
& Space

**RICHMIX8®**

Portfolio  
Management

**SKURAT**

Assisted  
Merchandising

**AUTOMERCH**

Visualization /  
Co-creation

**VIRTUAL REALITY**

TPM / TPO & Retail Execution

**TRADE OPTIMISATION**

Image Recognition/Planogram Compliance

**Trax**  
image recognition

**planorama**

Retail Intelligence Platform

**KANTAR RETAIL IQ**

# KANTAR LEADS THE WAY WITH TOP COMPANIES



**\$12B+** Trade Spend managed through our solution each year

**Benefits.** Improved Forecast Accuracy. Controlled Trade Spend. Optimized Trade Investments ROI

# KANTAR'S SOLUTION ON TRADE PROMOTION MANAGEMENT. A.K.A. TPX

**Key Benefits:** Improved Forecast Accuracy / Integrated Business Planning Process / Controlled Trade Spend / Increased Promotional Efficiency / Optimized Trade Investments

## Optimization Capabilities

*AI engines enabling:*

TPO / Trade Promotion Optimization

PFO / Promo Funds Optimizer



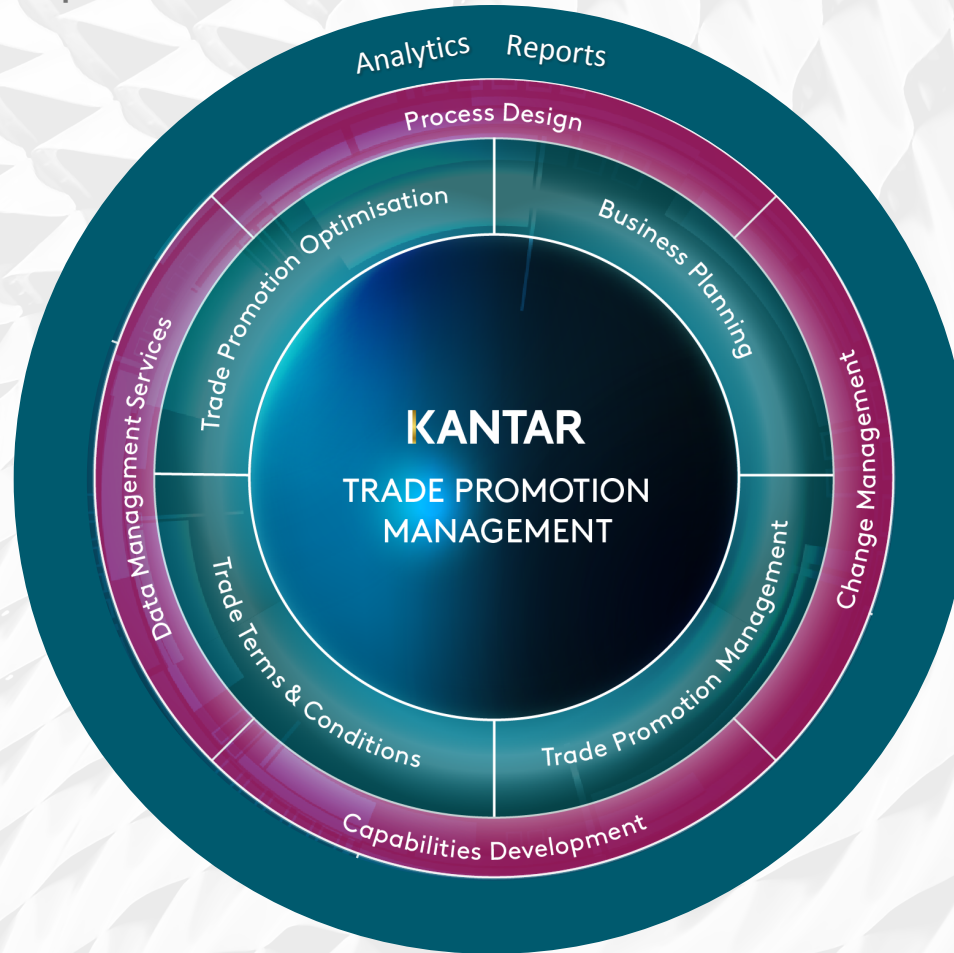
## TTC // Trade Terms & Conditions

Trade Funds Definition

Agreements Monitoring

Accruals Management

Settlement & Reconciliation



## BPL // Business Planning

Sales Annual Plan

Key Account Planning

Top-Down & Bottom-Up

Rolling Forecast



## TPM // Trade Promotion Management

Guidelines & Mechanics

Promo Mgmt (incl. Scenarios)

Promo Workflow

Execution & Settlement







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