HOW VELOCITY® WORKS

1. IT'S A WILD WORLD OF DATA

Today, there's an entire universe of shopper data available for consumer package goods (CPG) suppliers. The amount of data can be overwhelming, but not with Velocity. Here's why they're **the industry's most flexible solution for gleaning real-time insights from complex point-of-sale (POS), internal enterprise planning (ERP), and external data.**

2. OPEN THE TAP

At Retail Velocity, we have more experience in direct POS than any other solution provider. Via Velocity, you **tap into our library of 300+ retailer and distributor adaptors – the industry's largest and most precise source of store-level POS and inventory signals.** We also advise you on the wealth of third-party data sources readily available, such as weather, demographics, syndicated data, social media and much more.

3. MASH IT UP

Next, Velocity mashes up this unrivaled variety of data with your item segmentation, territories, shipments, orders, forecasts, gross margins and more before rapidly cleansing, harmonizing and normalizing all of it through our advanced, best-in-class ETL (Extract, Transform and Load) process. These steps **make order out of chaos and provide your entire company with a single source of trusted data** that covers all of your retailers and shoppers.

4. ACCESS TO ACTIONABLE ANALYTICS

Once all of this clean data is synchronized, it's stored in our secure and highly scalable Demand Signal Repository (DSR), which can be accessed 24/7/365. Velocity can also pump your most commonly-used data queries to SAP® or other internal applications, including other BI tools. Any path empowers your entire company to work off the same foundation of data, providing actionable and measurable insights for all business teams, including:

C-Suite | Marketing | Sales | Category Management | Customer Logistics | Demand Planning | Finance

5. COLLABORATE FOR SUCCESS

The single source of verified **data unites your business teams by eliminating confusion, shattering silos and empowering collaboration for real-time insights** via Velocity's intuitive retail intelligence platform. With the ability to integrate new data streams quickly and create limitless mash-ups, your team members can continually ponder new questions and follow their curiosity. By easily leveraging interactive ad-hoc reports and dashboards, they'll develop strategies and solutions for issues such as:

On-Shelf Availability | Promotion Execution | Replenishment | Media Spend Analytics | New Product Launch | Partner Collaboration

6. GENERATE GROWTH

Faster than you can spell profitability, you'll discover that nothing accelerates business growth quite like Velocity. **Through richer data, enhanced analytics and streamlined communication, your teams will identify the valuable insights and develop the smart solutions your company needs** to eliminate inefficiencies, improve sell-through and drive business growth at retail.

Data Streams:
Retailer POS,
Shipments, Forecasts,
Gross Margins,
Demographics,
Weather,
Social Media,
Planograms,
Promotions
and more.

300+ Adaptors

ETL

DSR

VELOCITY ANALYTICS

DOWNSTREAM APPLICATIONS

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