

**CASE STUDY****APPLICA LEVERAGES PROACTIVE ANALYTICS SOLUTION FOR 5% GROWTH IN SALES**

CG companies relying on retailer-supplied data rapidly discover that all data is NOT created equal. Formats, delivery methods, depth, and timeliness of data can vary drastically from retailer to retailer. Applica Consumer Products, which markets products under licensed brand names such as Black & Decker and several company-owned brand names, deployed the VELOCITY® solution from Retail Velocity to meet this data variability challenge. Retail Velocity has built a packaged Demand Signal Repository (DSR) for retail data that is available to sales, marketing, category management and supply chain users throughout the organization.

“It’s all about greater visibility,” says Jay Lewis, Applica’s Senior National Account Manager. “The solution lets us share information more quickly, which lets people make better decisions and react more quickly.”

Applica’s first implementation of the VELOCITY solution began with a focus on Walmart. Since then Applica has expanded the reach of the solution, which gathers POS data and offers user-friendly tools that provide a range of POS sales analysis reports in a dashboard format, to a number of other major retail accounts, with more to be added in coming months. VELOCITY, built on the Microsoft platform and using a SQL Server database, can be accessed with familiar Microsoft Office tools.

Lewis notes that VELOCITY has dramatically changed Applica’s relationship with its customers. For example, Velocity’s analysis reports allow Lewis to easily identify a retailer’s top 200 stores: “If there’s a sale next month, I can tell them that we should send these stores extra product, because they ran out the last time. I can even show them a list of stores that don’t have any of our products on their shelves, and that’s really free money. As a result of these insights and recommendations, we have been able to achieve a 5% increase in sales. The value of VELOCITY is being able to have a concrete example, show it to the retailer and have them address it.”




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