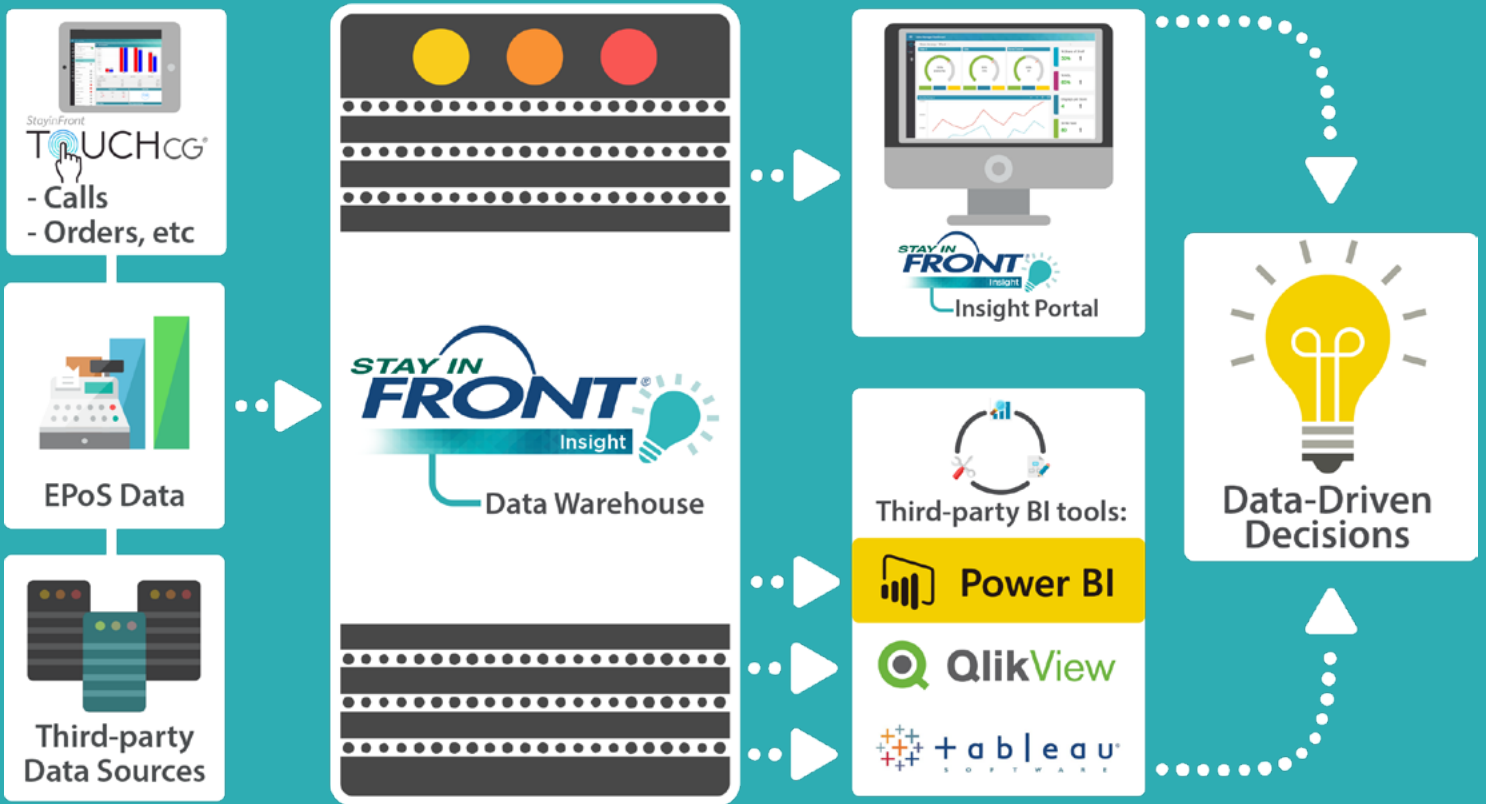







TURNING DATA INTO INSIGHTS


**StayinFront Insight®** is a powerful, cloud delivered, all-in-one retail execution data warehouse and business intelligence solution. StayinFront Consumer Goods with integrated data warehouse and reporting, provides a fast, reliable and cost-effective solution to bring together all the critical data your team needs to understand what is happening in your retail channels.




 Optimized for analytics and reporting and processes massive amounts of data quickly & cost-effectively

 Ability to integrate with additional sources of information such as POS data & information from backend systems such as ERP

 User-friendly, web-based portal contains a broad suite of standard reports with pre-built & pre-calculated measures

 Role-specific dashboards with data partitioning keeps team members focused on the right metrics

 Curated by StayinFront, and updates are automatically maintained by StayinFront Consumer Goods releases

**Know More, Do More and Sell More with StayinFront TouchCG® and StayinFront Insight®**

**KNOW MORE, DO MORE, SELL MORE**

Acquire enhanced business intelligence and improve the decision-making process with StayinFront Insight.



By design, StayinFront's Insight data warehouse solution works with other third-party BI tools.

**INSIGHT DATA WAREHOUSE**

StayinFront's Insight data warehouse solution enables Consumer Goods companies to:

- 💡 Easily build reports to answer business questions and perform ad-hoc data analysis. This arms business decision makers with the information they need to make smarter and faster business decisions.
- 💡 Create a central and permanent storage for data from various data sources to support consolidated reporting and BI functions.
- 💡 Save time accessing critical data that originated from different sources (i.e. POS, ERP) – now all in one place. No more making decisions based on limited data or gut instincts.
- 💡 Acquire historical intelligence as you analyze different time periods and trends to execute winning sales strategies in the future.
- 💡 Process massive amounts of data quickly and cost-effectively as the data and technology is optimized for insights and reporting using StayinFront's tools.

**INSIGHT PORTAL**

StayinFront's Insight portal solution enables Consumer Goods companies to:

- 💡 View delivered KPIs ranging from outlet coverage, strike rates and routing percentages.
- 💡 Know More with greater access to critical information displayed in interactive analytics and reports in both tabular and graphical formats.
- 💡 Easily use the web-based portal to browse a suite of standard reports with pre-built and pre-calculated measures.
- 💡 Utilize role-specific dashboards with data partitioning to keep team members focused on the right metrics.
- 💡 Understand what is really happening in your retail channels.



## STAYINFRONT INSIGHT DATA WAREHOUSE BENEFITS



### Build Reports and Find Answers

- Easily build reports to answer business questions
- Perform ad-hoc data analysis on-the-fly
- Easily find and retrieve data to make business decisions



### Save Time and Decrease Costs

- Data from different sources can be viewed all in one place
- Cost-effective decision-making
- Increased productivity of corporate decision-makers



### Increase Accuracy of Data

- Data from distinct sources stored in a consistent format
- Data from across the organization is standardized



### Increase Information, Speed and Insight

- Daily loads into the warehouse
- Process massive amounts of data rapidly
- Query data quickly
- Improve decision-making



### Increase Revenues

- Acquire a competitive edge
- Forecast with confidence



### Low Cost of Deployment

- Curated and automatically set up
- Fast deployment with low implementation
- Avoid the high setup and maintenance costs associated with other data warehouse products

## HOW IT WORKS



1. One-time configuration to set up the tables that need to be exported and loaded.
2. Workflow runs on a schedule to upload the exported data files to storage (S3 bucket).
3. Loader runs regularly to load the data files from storage into the data warehouse.
4. Use the StayinFront Insight portal to share and view reports built with StayinFront Analytics from TouchCG.
5. Use StayinFront Insight dashboards to share and view summary data in TouchCG.
6. Or, use any third-party BI tool like Power BI, QlikView, or Tableau to create your own reports and dashboards.