World Class Retail Optimization  
*Deliver Superior Sales Performance*

StayinFront RDI was established to provide actionable insights for consumer goods companies by analyzing retailers’ Electronic Point of Sale (EPos) data. In recent years, a growing number of enlightened retailers have made this data available to suppliers, with the aim of driving mutual efficiencies, especially in optimizing retail execution. More recently, the granularity of the available data has increased, so that brand owners can now see sales of every product, in every store in a retailer’s estate, on every selling day of the year.

This means a mountain of data, presented in a different way by each retailer. Our software allows brand owners to interrogate this data, driving insights and highlighting opportunities to increase sales and improve salesforce ROI. We work with data from major grocers, department stores, pharmacies and convenience retailers in many markets across the world. Our clients range from the 2nd largest food manufacturer in the world to companies with less access to analytic resource keen to discover what the latest thinking is in this area and how it can apply to them in their situation.

We are a StayinFront company, which allows us access to significant product development and customer support resources and the ability to provide our clients with even better levels of customer service. We also have a worldwide network of offices providing sales and pre-sales support as well as ‘follow the sun’ help desk provision across all time zones.

**Why Do Top Companies Choose StayinFront RDI?**

- **Adaptable**  
  We can work with any retailer’s data any level of granularity

- **Fast**  
  We can provide a business case using your data within 6 weeks

- **Practical**  
  Highly impactful, visual alerts instantly in the hands of your sales team

- **Universal/Extensive**  
  Operating in 50+ countries and 25+ languages

**What We Offer:**

- A unique combination of cutting-edge data science and deep knowledge of the consumer goods industry

- Proprietary algorithms that work—proven across categories, retailers and geographies

- ‘In flight’ focus on perfecting retail execution in real-time to make best use of trade investments as soon as we start working with you

- Obsession with adding value through our unique granular measurement of ROI

- Flexibility to adapt our approach to meet specific client requirements
Big Data, Rapid Analysis, Effective Resource Deployment—Leading to Better and More Sales

Our Mission
Our mission is to help clients increase their sales. We do this by providing actionable insights from either retailers’ EPoS (Electronic Point of Sale)/scan data, or by using Predictive Analytics to optimize store segmentation in developing markets.

Our Philosophy
We believe in making best use of scarce resources. That means sending the right insight to the right person at the right time to make a difference.

Our Culture
We care about getting it right, so we’re fanatical about quality & precision. We know that fine margins separate good from excellent that informs our every move.

Our Approach
We’re fast, flexible, practical and informed. We’re in tune with your business and our service reflects your urgency and ambition.

Client Testimonials

Mondelēz - Stuart Jones
We have been working with the StayinFront RDI team for a number of years and have extended to more markets in recent years. The solution drives real growth to our business, is easy to use for the field teams and drives immediate action. The team at StayinFront RDI are a pleasure to work with, they understand their product wheel, along with a great knowledge of the retail market. They show consistency in approach, with flexibility and adaptability to ensure the solution delivers in multiple ways across different markets & retailers. We consider the solution an integral part of our growth plans for the future.

Cosine Group - Nick Jones
Since Cosine was founded in 2005, we have used the strapline “Data led sales.” Our approach changed the way the industry now looks at solutions designed to optimize execution and return on investment. Our strategic alliance with StayinFront RDI therefore did not come about by accident. The seamless integration of our systems is a compelling proposition for any Sales Director in the UK and internationally. When choosing between a ‘buy or build’ with the most innovative company in this space to our benefit, and more importantly to that of our clients.

General Mills - Liam Ward
I have had the opportunity to work with the StayinFront RDI team over the last 10 years on a range of projects from sales force optimization to social demographic mapping, and account specific data analysis and insight generation. StayinFront RDI brings with them a unique blend of insight and executive presence that can differentiate General Mills in front of our customers and support strategic decisions in front of my board. What I value is they will always talk straight, take accountability for delivery, and care about the outcome. When I work with StayinFront RDI, I learn, and developy -so our collaborations have delivered both professional and personal growth.
Our Solutions

We have talented data scientists and software developers working closely with CPG (Consumer Packaged Goods) industry experts. We’re so much more than clever generalists – we really understand the issues facing brands in their challenging relationships with retailers, and it shows in our solutions.

We generate insights which are actionable in many parts of the business – by Field Sales teams, Key Account Managers and Customer Marketing teams. We also know that engaging a solution provider is a big deal in any business. That’s why we offer a short ‘Proof of Concept’ phase allowing you to construct the business case for engaging our team of experts.

This ‘easy next step’ is fast, economical and easy to implement. In a matter of weeks you’ll know the ‘Size of Prize’ associated with improving your retail execution, enabling sensible planning and budgeting.

**StayinFront RDI Field View® - Build a Smarter Field Force**
- A multi-platform application which directs field sales teams to the biggest opportunities in every store they visit.
- It generates daily, store level alerts with root-cause analysis to enable the team to focus on improving on-shelf availability and promotional execution.

**StayinFront RDI Sales View® - Fast Identification of Retail Issues for Key Account Managers**
- A daily dashboard of actionable insights to manage business performance in real-time with the flexibility to configure reports to match your KPIs.
- Identify distribution changes and out-of-stocks, track new product introductions, and identify opportunities to improve promotional execution by-store by-SKU.

**StayinFront RDI ROI View® - Assess Field Sales Productivity**
- Automatically calculates the ROI of field sales operations at the most granular level.
- The dashboard highlights opportunities to improve the productivity and efficiency of field sales.

**StayinFront RDI Predictive Analytics®**
- A uniquely tailor able predictive model, using machine learning to optimize the store segmentation for developing markets with incomplete store sales data.
- Generate store level predictive alerts to focus on field sales team on the highest priority ‘size of prize’ opportunities to develop to their business in developing markets.

**StayinFront RDI Sales Consulting**
- Fact-based consulting approach using data to develop innovative sales strategies and plans.
- Store segmentation and support in implementing data-driven field sales organizations.

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**StayinFront Company Facts**

- Headquartered in Fairfield, NJ
- Offices in Poland, Australia, Canada, Chicago, India, Ireland, New Zealand, Singapore, Turkey and the United Kingdom enabling us to help companies all around the globe
- Founded in 2000
- Software solutions are deployed on six continents in more than 50 countries in over 25 different languages
- First solution with an accuracy rate of 96%+
- Global network of technology, sales and service partners
Leadership

Our team specializes and is focused on helping our clients increase their sales so that they don’t waste time explaining their business fundamentals. We have talented data scientists and software developers working closely with CPG (Consumer Packaged Goods) industry experts. The leadership team at StayinFront RDI is comprised of:

**Thomas Buckley**  
*Chief Executive Officer*

As CEO, Tom provides the driving force behind the company’s vision and growth and has built a team of top-flight managers and strategic alliances with key industry partners. With a vision to leverage technology to solve business problems, Tom founded StayinFront in 2000 and has developed the company into a leading provider of SaaS-based mobile field solutions in the consumer goods and life sciences industries with successful deployments in over 50 countries across six continents.

**Anthony Bullen**  
*Executive Senior Vice President and Chief Technology Officer*

Tony is responsible for the strategic direction of StayinFront’s technology and product development. He launched multiple innovations, including the company’s game-changing evolution to SaaS based software and entry into the consumer goods vertical. In 1991, Tony founded The Great Elk Company, an early pioneer of CRM systems, which later became part of StayinFront.

**Wayne Gallaway**  
*Vice President and Managing Director, EMEA*

Joining the team in 2008 with considerable experience delivering business success, Wayne is responsible for the commercial operating performance and strategy for the EMEA region. In his role, Wayne expanded the footprint of StayinFront’s mobile SaaS life sciences organizations in EMEA and has developed new markets for the company’s consumer goods solutions.

**Ken Arbadji**  
*Vice President of Sales, North America*

As Vice President of Sales for North America, Ken is responsible for the management of StayinFront’s North American sales force. Ken joined StayinFront in 1996 and has grown and expanded the company’s customer base, helping to make it a global leader in pharmaceutical and consumer goods field force solutions.

**Archel Aguilar**  
*Managing Director, StayinFront Group Australia Pty Ltd.*

Archel is responsible for the Australia and New Zealand markets and operations throughout the Asia Pacific region. He joined the team in 2003 with extensive experience in the computer software industry. His skills and experiences working with Business Processes, Requirements Management and Customer Relationship management have helped him work his way through the ranks.

**Philip Lau**  
*Managing Director, StayinFront (SEA) Pte Ltd.*

As the Managing Director for Singapore, Philip is responsible for driving the growth of StayinFront’s business in Asia. He brings more than 23 years of experience in the information technology sector and considerable experience working throughout markets in the Asia Pacific and a Senior Vice President role at Anacle Systems Pte Ltd. Philip has a Graduate Diploma in International Business from the Helsinki School of Economics.
Andy Foweather
Commercial Director, StayinFront RDI

With 32 years’ experience, Andy Foweather is a Commercial Director for StayinFront RDI. Andy is an accomplished sales leader with expertise in delivering profitable sales growth through developing winning strategies. Andy has operated at the Board Director level for over eleven years, leading substantive change in the UK and across European markets. He has been successful at influencing and driving alignment in matrix organization and leading cross functional projects.