



BRIDGESTONE

PRICING ANALYTICAL SERVICES PROPOSAL

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 **ATLAS**



PRIMARY POINT OF CONTACT

Jeff Rice, Atlas' Vice President of Marketing and Communications, is the communications liaison managing the RFP process. His contact information is provided below and he may be reached anytime.

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Rogers, Arkansas 72758



TABLE OF CONTENTS

Corporate Profile Parent Company	1
Diversity	1
Executive Overview The Atlas Technology Group.....	2
Executive Overview Pricing Analytics Business/Program Plan	3
Organizational Integration	7
Atlas' Bridgestone Team Lead	8
Start-Up Plan	10
Preliminary Implementation Time Line	10
Pricing	11

Appendix

Atlas Corporate Profile	A1
References	A2
Selecting the Right Service Provider	A3
Technical Specifications	A4
Security and Back-Up Policies	A5



BRIDGESTONE

CORPORATE PROFILE

Atlas Technology Group (Atlas) is a wholly-owned subsidiary of Advantage Sales and Marketing, LLC d/b/a Advantage Solutions.

Atlas was founded in 2008 for the purpose of providing retail intelligence and data harmonization services for manufacturers selling in multi-channel environments. In 2015, Advantage Solutions acquired Atlas.

Today, Atlas operates in a modified matrix structure that provides operational autonomy while benefiting from the pool of resources provided by Advantage Solutions. This structure helps Atlas maintain corporate agility while maximizing end-client value by delivering high-value, efficient, and scalable solutions. This structure continues to fuel Atlas’ innovation engine while maintaining the company’s entrepreneurial spirit.

Atlas offers manufacturers a diverse solution set comprised of:

- Business Intelligence
- Digital Commerce & Engagement Analytics
- Predictive Analytics
- Report/Dashboard Automation
- Data Warehousing
- Extract-Transfer-Load (ETL) Services
- Field Force Automation
- Planogram Automation



Chief Executive Officer	Nick Dozier	Tanya Domier
Location of Headquarters	5214 West Village Parkway Suite 100 Rogers, Arkansas 72758	18100 Von Karman Ave Suite 1000 Irvine, California 92612
Number of Employees	85	200,000
Key Customers	Campbells Castrol ConAgra Hershey’s Parts Town Pepsi Phillips Samsung Unilever	Bayer Energizer GSK Mars Newll-Rubbermaid Novartis Pepsico Smuckers Wrigley
Channels	All	All
Comp Mod Rating	Unknown	Unknown
Footprint	Atlas’ service footprint includes the U.S., Argentina, Brazil, Canada, Chile, China, Costa Rica, El Salvador, Guatemala, Honduras, India, Japan, Mexico, Nicaragua, Portugal (POC), South Africa and the U.K.	Advantage Solutions operates in the United States and Canada and maintains a platform in select markets throughout Africa, Asia, Australia, and Europe.

Notes
 Advantage Solutions was incorporated in Delaware. The company’s fiscal year-end is December 31st.

Diversity Certifications In 2010 Advantage launched several formal diversity initiatives and programs; however, these ongoing activities do not carry external designations. Active programs include:

- The Advantage Career Development Council
- Stay, Grow, Lead Program
- Annual Diversity Panel
(includes the myAdvantage app, an open communications platform)

EXECUTIVE OVERVIEW: THE ATLAS TECHNOLOGY GROUP

Atlas is a *Strategic Supplier* for many of the worlds' most recognized brands. Atlas continues to earn this designation by consistently delivering innovative, user-focused, solutions that increase sell-through and/or improve productivity.

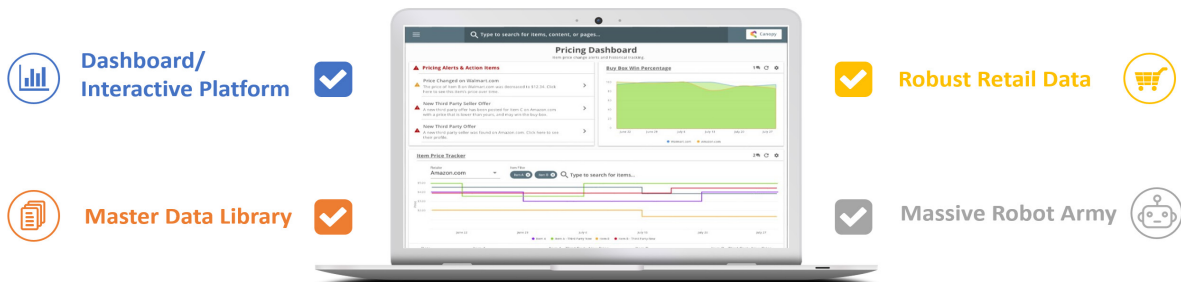
FOUR REASONS ATLAS IS BSAM'S OPTIMAL PRICING ANALYTICS PARTNER

1. Time-Tested Solutions for Transforming Disparate Data into Actionable, Quantifiable Insights

Atlas was founded by addressing manufacturers' needs for capturing, aggregating, and harmonizing retail data in order to improve the quality and speed of their decision-making processes. Atlas, recognizing how eCommerce would transform retail, began pioneering solutions to help manufacturers improve their competitive position by harnessing data captured collected in physical and virtual environments.

Atlas Launches Canopy

Canopy is a portal-based solution providing insights for eCommerce, digital, shopper, and social teams. These insights are extracted by harmonizing data from disparate sources, including retailers' sites, third-party sellers, reviews, news feeds and social commentary sites such as Facebook, Instagram and YouTube. Atlas' Canopy solution is the first solution provider able to blend eCommerce data with shelf analytical data to obtain actionable insights into content health, customer engagement, pricing, promotions and sales – All done in real-time. Canopy applies advanced analytics and proprietary algorithms to deliver unprecedented insights into eCommerce and digitally-influenced purchases.



2. Diverse Solutions and Product Mix

Atlas provides a comprehensive solutions matrix, which gives BSAM and Atlas better control across the Insight-to-Impact cycle. Many solutions are offered in multiple configurations in order to optimize resources and rapidly deliver value. Increasing the time-to-value cycle accelerates adoption and serves as the foundation for expanding the solution(s) based on BSAM's specific needs. As insights and understanding increase, new performance-enhancing opportunities will be revealed. Collectively, the BSAM/Atlas team will prioritize each opportunity based on key metrics, time frames, resources, etc. The value of this ongoing process is fourfold:

- 2.1 Prevents "scope-creep" and protects existing operations
- 2.2 Aligns direct and indirect brand constituents (internally and externally), while keeping "data consumption" top-of-mind
- 2.3 Facilitates change management by soliciting input from cross-functional areas; creating "buy-in" that reaches beyond marketing
- 2.4 Serves as a strategic, BSAM-specific road map for expanding the pricing analytical system and related services

3. Customer Service

Every company claims customer service as a competitive differentiator; however, Atlas - being a customer-centric company - lives it. Atlas routinely monitors client engagement levels and internally scores client satisfaction rates across all customers and Client Service Managers. Atlas strongly adheres to the best practice of "inspect what you expect," which is why Atlas' service and support is continually cited as "best-in-class." The company's customer retentionrate¹ validates its position as industry-leader.

Corporate Structure

Atlas' organizational structure enables it to remain uncommonly agile while benefiting from the extensive resources, support and relationships afforded by its parent company, Advantage Solutions. This matrix-style structure provides BSAM with significant advantages and mitigates the risks often connected to smaller, single-service providers and/or start-ups. For example, in place of phone-based data collection (as requested in the RFP) Bridgestone may achieve cost savings and economies of scale by deploying Advantage's extensive field force for conducting in-store, live, intercepts. In addition to providing on-site personal attention, field personnel can collect and transmit location-specific data (prices, promotions, POS signage, etc.).

¹ Retention rate as of March 31, 2018



Experience Directly Related to BSAMs Pricing Requirements

Atlas will deliver greater value in less time due, in part, to an active engagement in which Canopy scrapes, analyzes and reports on more than 70,000 auto parts SKUs sold through 2,161 Amazon resellers.

Includes Amazon direct and Amazon's Marketplace



EXECUTIVE OVERVIEW: PRICING ANALYTICAL SOLUTION

Atlas will work collaboratively with assigned Bridgestone Americas (BSAM) personnel to finalize the pricing analytical solution. BSAM will benefit from Atlas' proven solution set, particularly in the areas of:

- Harmonizing big data from disparate sources, including web scraping
- Applying advanced analytics to extract and quantify opportunities and insights connected to pricing, assortment and promotion
- Creating interactive dashboards and data visualization tools to improve the quality and speed of decision making - without disrupting existing process flows
- Applying machine learning and trend analyses to transform pricing into a proactive (predictive) competitive vehicle
- Improving brand integrity by identifying out-of-compliance resellers
- Providing routine reports as well as ad-hoc and customized reporting through unrivaled customer support
- Understanding the true impact of promotional pricing and related cross-promotional offers, as well as external influences such as competitive activities, weather, price of oil, etc.
- Deploying mobile dashboards with real-time updates
- Maintaining flexibility to make system adjustments as the user base expands (data consumption will vary by user type and new needs will surface as adoption rates increase)
- Providing a hosted solution delivering constant feeds into BSAMs pricing system(s)

Atlas simplifies the development process by focusing on "The Four As"



AGGREGATION

Atlas Provides Fully Integrated Solutions that are Retailer, Supplier and Channel Agnostic

DATA LAKE

ADVANTAGE SOLUTIONS

ACOSTA SALES & MARKETING

Club MARKETING SERVICES

CROSSMARK

WEATHER TRENDS INTERNATIONAL

WU WEATHER UNDERGROUND

planalytics BUSINESS WEATHER INTELLIGENCE

Azure Apache Impala VERTICA

Walmart Save money. Live better. DISCOUNT TIRE COSTCO WHOLESALE DOLLAR GENERAL HOME DEPOT RITE AID MCLANE Walgreens a Target

Qlik

tableau

Microsoft

Power BI

SAP ORACLE

Microsoft

nielsen

IRI ONPD GROUP

EXECUTIVE OVERVIEW: PRICING ANALYTICAL SOLUTION, cont.

AGGREGATION, cont.

Internet traffic, now passing 6.4 terabytes of data every minute,¹ poses new challenges for developers, data scientist and end users. Once collected, data harmonization, cleansing and validation routines must be applied and continuously monitored for accuracy. Integration with legacy systems requires another level of data validation to ensure accuracy.

Canopy Adds Millions of Bots to the Bridgestone Team

Atlas' Canopy system uses proprietary bot-technology for data tracking, collection and reporting. This technology deploys millions of task-specific bots to optimize the collection process across the web - including public-facing sites, gated-content and credentialed-access portals.

Millions and Millions of Bots Tracking Data

- AI-driven to "self-heal" and drive results
- Built to handle any eCommerce Retailer
- Come from multiple geo-locations and "home store" setting abilities

Collectively, Bridgestone Bots will be capturing eCommerce data (public facing and retailer portal data) that is analyzed by the Canopy system. Canopy will report on key performance metrics such as:

- 3rd-Party Resellers
- Pricing (MSRP / MAP)
- Product/SKU
- Zip Codes
- Regions
- Cart Size (number of products)
- Promotions
- Content Health
- Out of Stocks
- Share of Shelf
- Search Ranking Profiles
- Social Influence
- Product Affinities
- Reviews and Comments
- Content Health

¹ Live Internet Stats



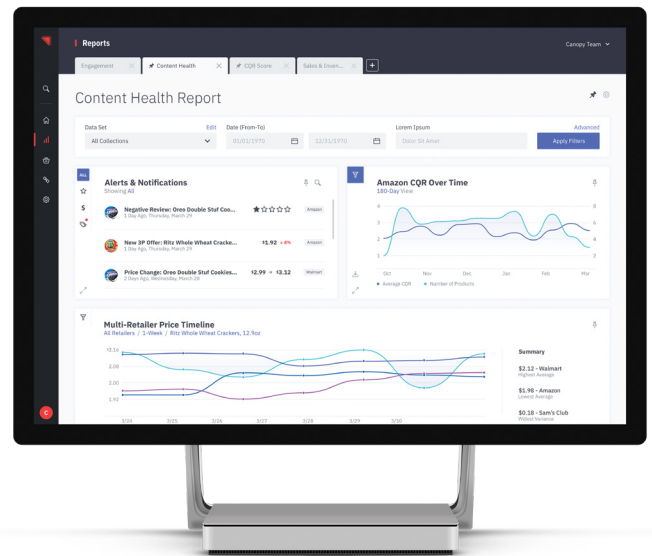
Once the requisite data has been collected, cleansed and validated it must be mined for threats, weakness, opportunities and trends. Atlas' advanced analytics processes include an assortment of existing routines, models and algorithms for analyzing massive data sets. Next the system prepares and formats the data for consumption as well as for uploading directly into BSAM's existing pricing system. Other legacy systems, such as inventory management, forecasting, and/or sales and operations planning (S&OP), may also benefit from pricing analytics output.



Data activation routines populate the interactive dashboards and core reports. Additionally, these routines load the appropriate data into third-party visualization tools such as Tableau, Qlik or Power BI. Activation may also populate pre-configured Excel spreadsheets.

Activation also initiates alerts, which are displayed in the dashboard and sent to select users via email or SMS.

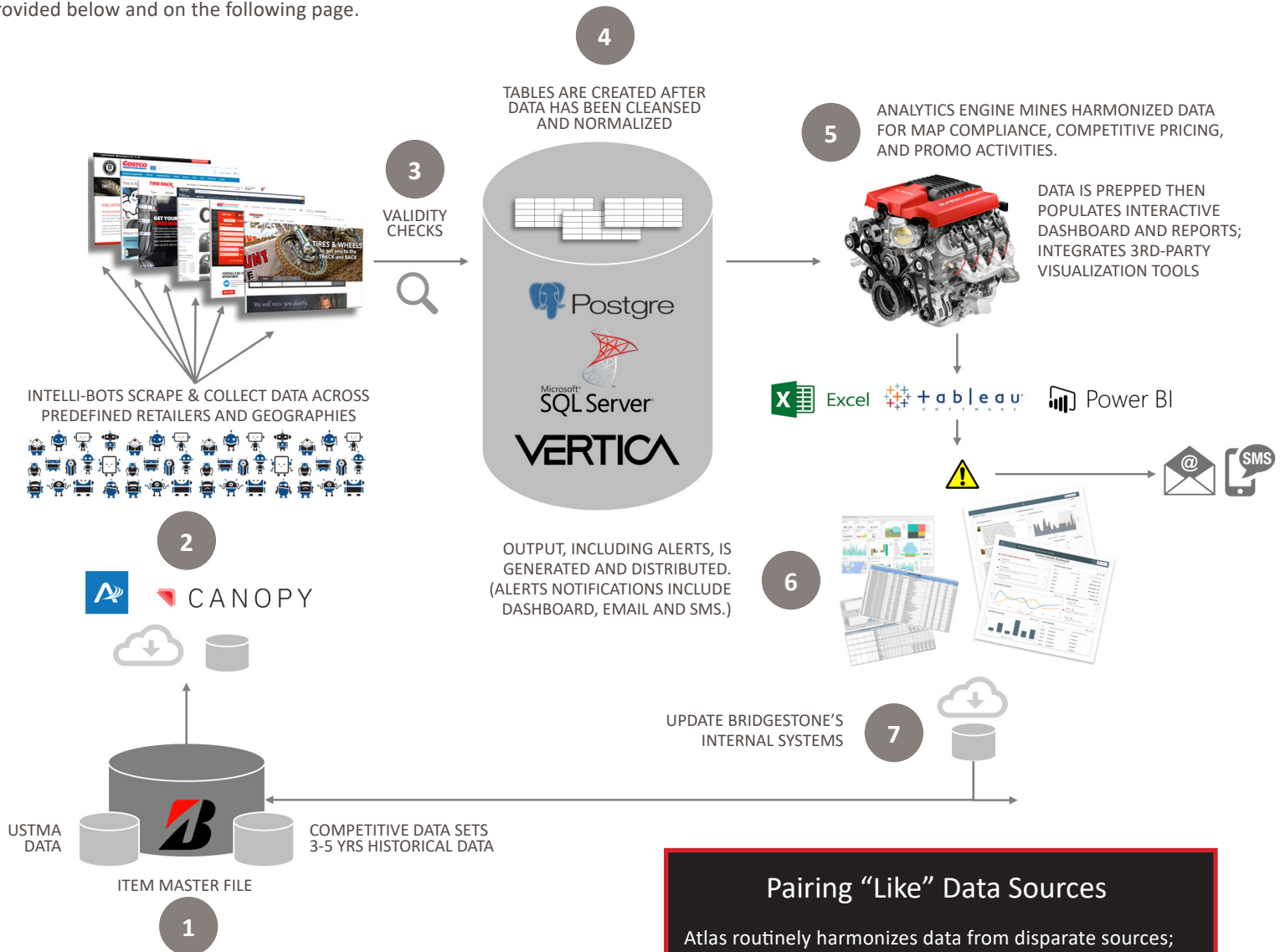
Activation is how the data is consumed; therefore, reports, dashboards, exports, etc., are controlled through credentialed access, which are defined at the user or group level.



Software engineers account for nearly 80% of Team Atlas. Therefore automation is always top-of-mind. Functions such as ETL, cleansing and validation are automated to increase productivity and reduce errors. The unwritten rule is, "If a software engineer has to perform the same tasks three times, the fourth instance will be automated."

BUSINESS AND PROGRAM PLAN

The architectural diagram highlights the process flow for the pricing analytical system, as well as the core elements for data management, analytics and data consumption. Details for each corresponding element are also provided below and on the following page.



Pairing “Like” Data Sources

Atlas routinely harmonizes data from disparate sources; however, before confirming the availability of this function Atlas will need additional information regarding the data sets and related structures for each source file.

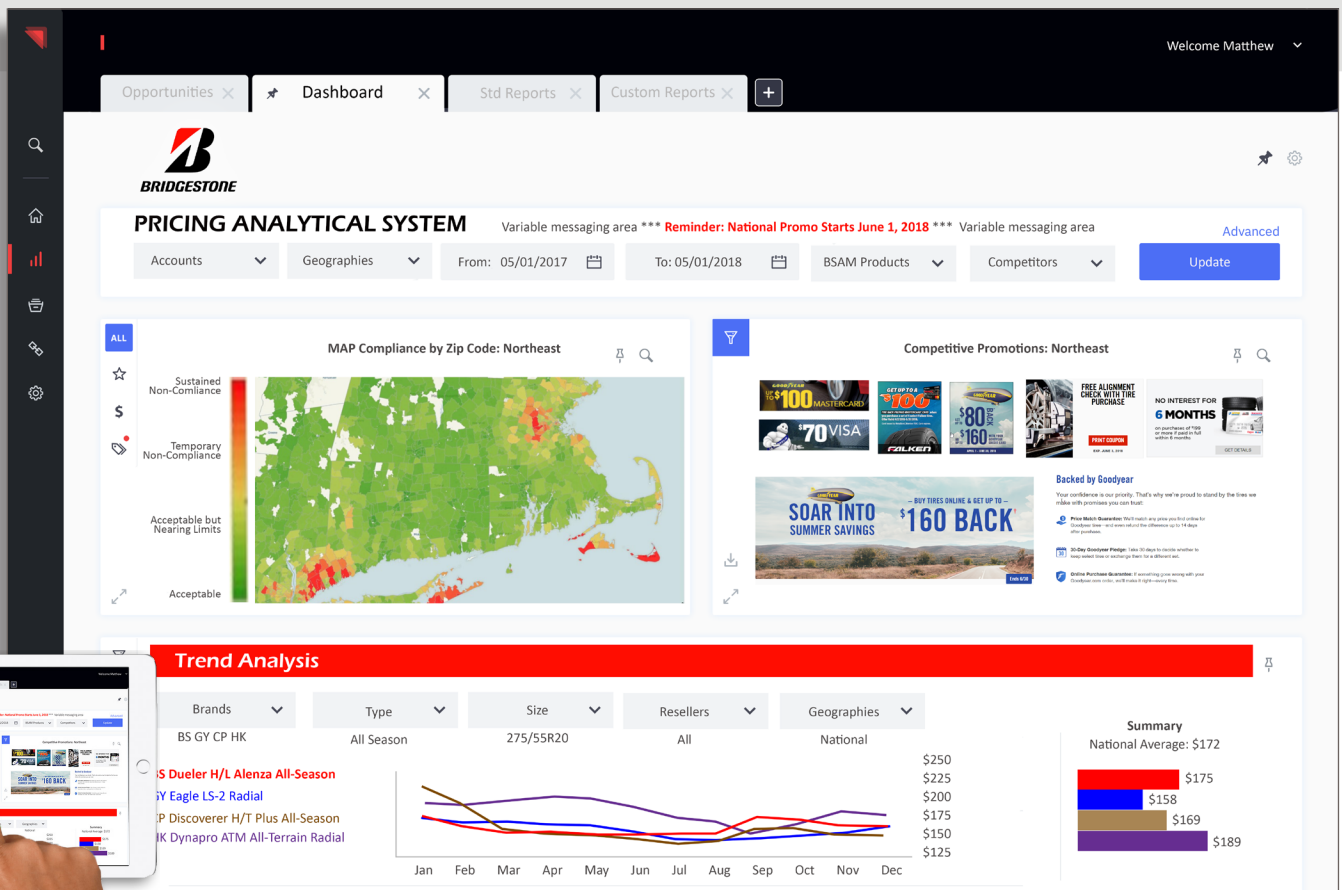
- 1** BSAM provides Atlas with all requisite data as defined in the list of sample attributes, including:
- | | | | | | |
|----------------|------------------------|----------------|-------------------------|--------------|-----------------|
| - Brand | - Product Name/Pattern | - Site Name | - Metric (LT/P/or none) | - Tire Size | - Section Width |
| - Aspect Ratio | - Rim Diameter | - Speed Rating | - Load Index | - Ply | - Sidewall |
| - Warranty | - Zip Code | - Description | - Price | - Sale Price | - UTQG |
| - Item Number | - Manufacturer Number | - Promo Text | | | |

BSAM will provide 3-5 year’s historical data if available. Data from the USTMA may also be included. Atlas’ Canopy system will receive all data sets and be responsible for data aggregation, cleansing, harmonization and conducting automated validity checks. *Note: Standard data validation techniques are not suitable for the level and rate of fluctuations occurring across the web.* Invalid records will reside in a separate database until the record’s issue(s) has been resolved or it will be forwarded to a DO NOT PROCESS/BLACKLIST repository.

BUSINESS AND PROGRAM PLAN, cont.

- 2 The Canopy system deploys its proprietary intelli-bot technology, for collecting data defined in the attribute table, for select resellers in predefined zip codes. Functionality will include the ability to add, delete and edit resellers monitored as well as the frequency for each scrape cycle.
- 3 The system will use benchmarks to identify data anomalies. If benchmarks do not exist, a variance threshold will be determined at the onset until viable benchmarks can be established. *Note: Standard data validation techniques are not suitable for the level and rate of fluctuations occurring across the web. Over time, patterns will become identifiable and validity checks will move beyond benchmarking and heuristics. Future releases will use machine learning to facilitate the entire process through intelligent identification and prescriptive resolution(s).*
- 4 Canopy will then create data tables in the desired database format, which typically include PostgreSQL, Microsoft SQL Server, or Vertica.
- 5 Atlas' analytics engine will data-mine the harmonized data to identify key attributes such as:
 - Price (BSAM and competitors)
 - MAP Compliance
 - Promotional Activities
 - Geographies
- 6 Canopy will then populate the data for consumption. Consumption vehicles include interactive dashboards (desktop and mobile), data visualization (in-system and third-party), standard reports, ad-hoc reports and customized reports. The system will generate "Auto-Alerts" if key metrics fall below predefined performance thresholds. Alerts are distributed through the interactive dashboard as well as externally via email and SMS. Alert distribution is defined by user-type and governed by each user's login credentials. Users with administrative rights can over-ride the Auto-Alert system for user-wide distribution.
- 7 Output from Canopy can be loaded into BSAM's internal systems via delimited files, API and/or FTP. Once uploaded into BSAM, data validation will be conducted by BSAMs internal system(s) and the cycle begins again.

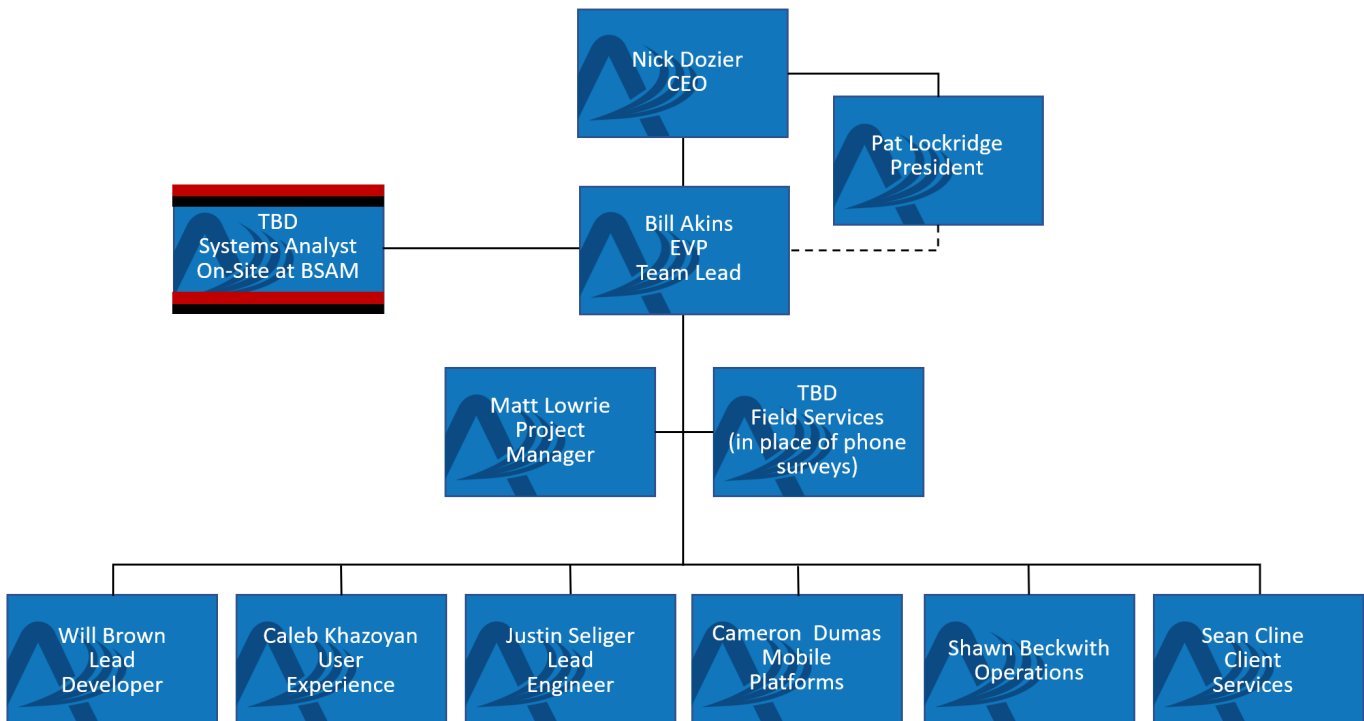
Note: Validation routines are executed throughout the process; however, they are not reflected in the process-flow overview.



ORGANIZATIONAL INTEGRATION: KEY PERSONNEL

The organizational structure below includes the team leads responsible for every area of the Pricing Analytical System. This approach facilitates communication, maximizes resources, contains costs and holds each team leader accountable for their respective areas. This structure will change slightly once BSAM has been fully on-boarded. Once live, Sean Cline will serve as BSAM's Account Manager and Matt Lowrie (Project Manager) will be called upon to manage system enhancements and new solution sets, if applicable. The Systems Analyst, on-site at BSAM, may become a permanent position if BSAM opts for an expanded solution road map. This may include demand signaling, forecasting, S&OP, as well as predictive and prescriptive analytics. All other personnel reside on-site at Atlas' offices in Northwest Arkansas.

ATLAS' BRIDGESTONE TEAM



ATLAS' BRIDGESTONE TEAM LEADERSHIP

Nick Dozier | Chief Executive Officer

Nick Dozier serves as the Chief Executive Officer and Founder of Atlas Technology Group, Inc. Nick has been a technology leader and entrepreneur for nearly 15 years. Nick leads overall operations and senior activity as well as business development initiatives for ATLAS as well as leading a new division, Canopy, focused on E-Commerce. Nick began his career as a software developer and owns and operates several businesses including Dozier Technology Inc. He is a frequent speaker at Tech Conferences as a leading thinker in innovation, start-ups, ecommerce, and data analytics.

Pat Lockridge | President

Pat Lockridge brings a record of over 30 years exceptional leadership and strategic vision experience to the retail industry. He is most recently President of ATLAS Technology Group, responsible for developing the strategy and leading execution of ATLAS business. His prior positions include EVP of Retail Solutions with Premium Retail Services, VP of Crossmark, and Regional Manager with Campbell's. Pat served on Walmart's SPARC Executive Leadership Board/SPARC Collaboration Board and currently serves on the University of Arkansas Center for Retailing Excellence Executive Board.

ATLAS' BRIDGESTONE TEAM LEAD

Bill Akins | Executive Vice President

Bill got bitten by the tech bug as an undergraduate intern with Apple at California State and is no stranger to the explosive amount of innovation happening in Northwest Arkansas. Now the EVP of Product Innovation at ATLAS Technology Group, he has led numerous agile teams as the Chief Client Officer of Rockfish/VML and for large retail support teams like General Mills, Pfizer, and Nielsen. Having built some of the largest digital platforms in retail such as Sam's Club Mobile and Walmart One, his passion is for creating technology that engages with measurable ROI, versus just staple-on "digital bling." This includes new ways to extrapolate and integrate eCommerce feeds through data visualization and storytelling. As a board member with the Greater Bentonville Chamber of Commerce, he was instrumental in founding the NWA Tech Summit, serves as an advisor to the Young Entrepreneurs Academy, and is on the board for the Amazeum. He is a faculty member of the Path to Purchase Institute and will graduate from Stanford's corporate innovation program in Silicon Valley this summer. When unplugged, you'll find Bill on two wheels as an avid mountain biker and motorcyclist.

BIOS FOR FUNCTIONAL TEAM LEADS

Matt Lowrie, Project Manager

Matt Lowrie is an IT professional with over a decade of experience working with companies ranging from the largest IT shops to small startups. Matt's career path spans multiple tech roles including software development, business analyst, project manager, and most recently, Director of Project Management at Atlas Technology Group.

Matt is driven by developing and implementing solutions that meet the end user's needs and delivering excellent customer service.

As co-inventor of a patented, automated POS solution using RFID — and a provisional patent for an Inventory Management System — Matt stays tuned into emerging technologies, platforms and processes.

Matt received his bachelor's degree in Information Systems from the University of Arkansas.

Wil Brown, Lead Developer

Will is the Development Team Lead and focuses on creating a the next-generation reporting suite for manufacturers selling into omnichannel environments. Will's experience includes all aspects of the software development life-cycle, including enterprise-level systems.

Caleb Khazoyan, User Experience

Caleb is a creative engineer that lives for the challenge of creating innovative user interfaces that brings creative designs to life with code.

Caleb is a full-stack designer with broad UI/UX experience ranging from apps, web apps, and websites to print design. Additionally, he's adept at both front-end development (HTML5, CSS3, Javascript), as well as coding back-end functionality (PHP, MySQL). He enjoys developing user experiences that immerse users in the app or service - particularly on tablet/hybrid and mobile platforms.

Justin Seliger, Lead Engineer

Justin provides technical leadership and vision in the world of IT. His skill set includes IT strategy, data management, advanced analytics and extracting insights from big data.

Justin earned his bachelor's degree in computer science at Brigham Young University and holds a masters degree in information systems from the University of Arkansas.

BIOS FOR TEAM LEADS (BY FUNCTION), cont.

Cameron Dumas, Mobile Platforms

Cameron is a Senior Software Engineer specializing in web frameworks (backbone, jQuery, angular, etc) and .NET, as well as Node back-ends. His relentless focus on user experience, combined with his expertise in digital (mobile) technologies, enable him to create intuitive field reporting solutions with highly-efficient back-end integration.

Cameron is responsible for Atlas' TRACE platform, which turns the Apple iPad® into a mobile auditing and field force automation tool. TRACE enables manufacturers to audit any store, anytime, anywhere. TRACE can automatically send store or cluster-specific tasks to field personnel and integrates directly into ATLAS' analytics suite.

Shawn Beckwith, Executive VP of Operations

Before joining ATLAS in 2009, Shawn held IT leadership roles at Walmart and Shiloh Technology over 10 years. Shawn is a certified project manager for applications development, business process improvement and systems design.

In addition to helping clients achieve maximum value from Atlas' products and services, Shawn is keenly instrumental in business process improvement and systems design. His expertise also includes application architecture, finance, forecasting, budgeting, inventory and training.

Sean Cline, Director of Client Services

Sean is the Client Team Lead for Atlas Technology Group. His relentless focus on ensuring he and his team exceed client expectations is a key contributor to Atlas' phenomenal client retention rate. Prior to Atlas, he spent 21 years in various leadership roles with suppliers in the candy and pet categories. Sean serves on the Board of Directors for North West Arkansas Senior Services Inc and is a regularly volunteers for events and programs supporting the American Diabetes Association.

START-UP PLAN

Atlas recommends starting with a 1.5 day discovery session; held at Bridgestone Americas Tower. This discovery session will help in prioritizing deliverables, providing deeper insights into existing processes, work flows, data sets and reporting. Atlas also recommends end users attend this discovery session to obtain expanded views on data consumption and related time lines. In addition to obtaining richer insights, inclusion from the onset facilitates user adoption through contribution and/or ownership, while strengthening the BSAM-Atlas relationship.

Atlas recommends addressing the following items during, or prior to, the discovery session:

- Identify BSAM executive sponsors (Marketing and IT)
- Document existing practices (people, processes, reports, etc.)
- Decide on survey collection method (phone/in-person/hybrid)
- Identify potential barriers to adoption and change management requirements
- Define key metrics that ultimately determine
- Discuss Kick-Off meeting requirements
- Create user personas or profiles
- Prioritize deliverables (data captures, accounts, time lines)
- Define requirements for mobile content delivery
- Select cross-functional team members and account(s) for developing the proof-of-concept (POC)
- Review preliminary implementation schedule (next page)

Note Regarding Training

While training is included in the implementation schedule and the price quote, Atlas does not typically limit the amount of training clients receive. Atlas employs dedicated trainers for formal training. Atlas also provides several informal training venues that can be used on demand. Atlas will also conduct training videos for specific areas if needed. Atlas monitors system usage and can notify the appropriate BSAM personnel if a user is under-utilizing the system or specific functions.

PRELIMINARY IMPLEMENTATION TIME-LINE

Preliminary Onboarding Plan

ID	Task
1	New Customer - Bridgestone
2	Retailer Integration
3	Submit full List of Retailers
4	Design Data Scrape/Imports
5	Design Data Schema
6	Build Data Scrapes/Imports
7	Retailer Onboarding
8	Data Loading
9	Submit list of SKU's
10	Map SKU's by retailer
11	Create Database
12	Enable Scrapes/Imports
13	Scaling infrastructure to meet customer needs
14	Custom Attribution
15	Submit Custom Item/Retailer attributes
16	Build Custom Item/Retailer attributes
17	Complete Attribution
18	Report/Content Development
19	Gather requirements for Content
20	Build Content
21	User Acceptance Testing
22	User Training
23	Training Session 1 (For UAT)
24	Training Session 2 (All Users)
25	Other Tasks
26	3rd Party Data Visualization Integration
27	Trace Configuration
28	Load historical data from customer or 3rd party

PRICING

(revised June 4, 2018)

Note: As with most RFPs, the prices herein are based largely on assumptive content. Atlas recommends conducting a 1.5 day discovery session; held at Bridgestone Americas Tower. This discovery session will help in prioritizing deliverables, providing deeper insights into existing processes, work flows, data sets and reporting. Atlas also recommends end users attend this discovery session to obtain expanded views on data consumption and related time lines. In addition to obtaining richer insights, inclusion from the onset facilitates user adoption through contribution and/or ownership, while strengthening the BSAM-Atlas relationship.

Discovery Session (1.5 days)	No Charge
One-Time Setup Fee Initial setup and configuration, product attribution, training and documentation	\$90,000
Price Data Scraping for 90 Retailers with Assorted Frequencies Annually - Includes flat file and automated transfers (based on integration capabilities and bandwidth) - Tiered pricing and discounts will be defined by volume increases due to the cost fluctuations of internet bot proxies. The \$286,000 fee is based on 20,000-30,000 SKUS, 90 retailers and scrape frequency (based on percentage of total scrapes (17% daily / 79% weekly / 4% monthly)	\$200,000
Atlas Analytical Suite Annual Subscription (Conditionally transferable) - Annual subscription for 6 - 10 users - Includes the development of 10 custom reports and access to more than 600 report templates - Includes 10 customized dashboards, data visualization integration, and training	\$150,000
Tracking and Reporting for Minimum Advertised Prices (MAP) Included in Scraping Fees and Analytics Suite Subscription	No Charge

The items below are not reflected in the total price. Definitive costs will be provided after the discovery session and solution demonstration.

Service Delivery¹ Cost per event (store visit / phone survey)	\$30 - \$150
Promotional Scraping²	\$100,000

¹ Range determined by cost survey collection method. For example: Field rep In-store: \$30 per store. Phone-based Market Research Survey: \$175 per call, based on 100 monthly completed calls. Other options, such as deploying Geo-Bots, may provide more efficient collection methods. Additional information is needed for determining the most effective and efficient survey method.

² Range provided varies due to the large number of variables and possible placements. Additional information regarding banner definitions and content collection (graphic and/or text) options are needed to provide a definitive annual fee. Atlas would also like to understand how banner-related data will be consumed.



BRIDGESTONE



APPENDICES

Atlas Corporate Profile	A1
References	A2
Selecting the Right Service Provider	A3
Technical Specifications	A4
Security and Back-Up Policies	A5



A T L A S



COMPANY SNAPSHOT

- 85 Member Team (On-Site)
- All Channels, 15 Countries, 38 Retailers
- 1500+ Databases
- 145+ Customers
- 98% Client Retention
- Custom Software Engineering
- Point or Enterprise Solutions

SAMPLE CLIENT LIST



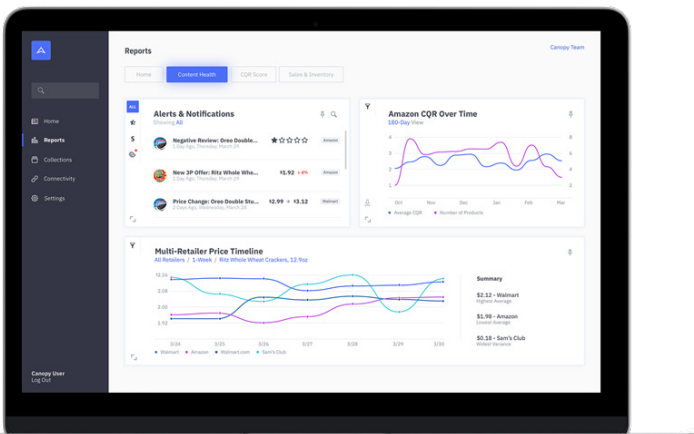
SNAPSHOT OF RELEVANT SOLUTIONS



Canopy empowers brands in to excel in a “click-and-mortar” world by increasing market share and improving operational agility. Canopy’s robust analytics help marketers determine which online behaviors provide the shortest path to the buy-box.

Canopy is a suite of software tools and services designed to help eCommerce, digital, shopper, and social teams manage, analyze and optimize data from many different sources, including: retailers’ sites, third-party sellers, reviews, news feeds and social commentary. Atlas’ Canopy Division is the first solution provider able to blend eCommerce data with shelf analytical data to obtain actionable insights into content health, customer engagement, pricing/offers and sales/inventory – All done in real-time. Canopy applies advanced analytics and proprietary algorithms to deliver unprecedented insights into eCommerce and digital-influenced purchases.

MANAGE, ANALYZE AND OPTIMIZE ECOMMERCE AND DIGITAL ENGAGEMENT



- Understand how price, assortment and promotion impact purchase behaviors and shopper sentiment
- Use strategic content and digital influencers to test and shape online messaging and improve
- Receive in-app and out-of-dashboard alerts based on per-determined metrics or thresholds
- Visualize and intelligently dive into any digital data set

RELEVANT SOLUTIONS, cont.

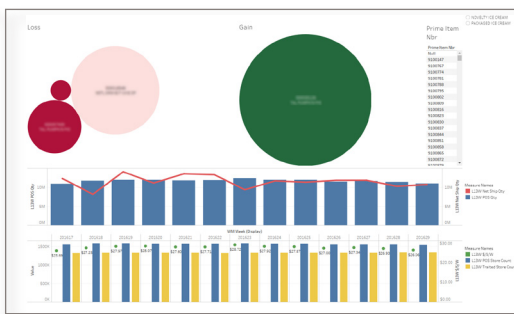
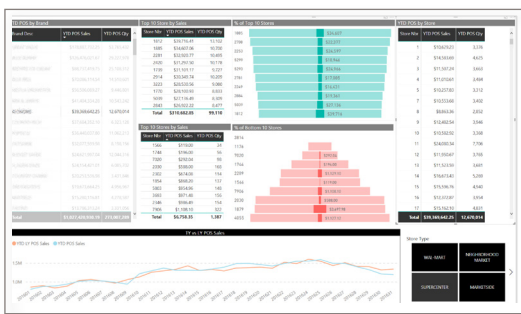
REPORTING STUDIO

Reporting Studio is a robust data harmonization and analytics platform that delivers timely and actionable insights using intuitive dashboards, pre-configured reports and customized reporting.

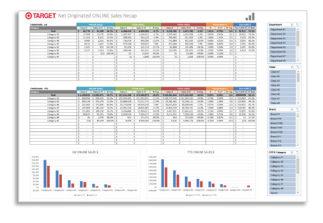
ATLAS Reporting Studio is an easy-to-use retail reporting system that converts disparate retail data into relevant, tailor-made information. Reporting Studio's analytical engine transforms low-value activities, such as data preparation and validation, into high-value, actionable solutions. Intuitive reports are packaged automatically into emails with a "Smart Text" feature that quickly identifies opportunities while pinpointing potential sales barriers.

- Automated validity checks
- User-defined, threshold-based alerts
- Data visualization & dynamic mapping
- Excel-based dashboards
- Automated POS downloads
- 6,000+ existing report templates*
- Easy report customization
- Full Ad-hoc capabilities

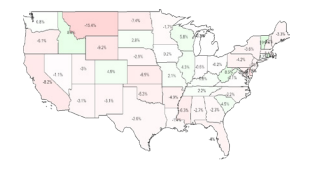
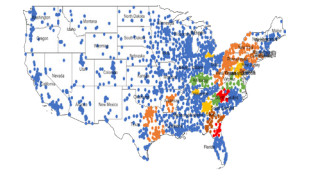
In-App Data Visualization Tools with Ability to Integrate with Third-Party Providers



Excel-Based Dashboards



Dynamic Mapping



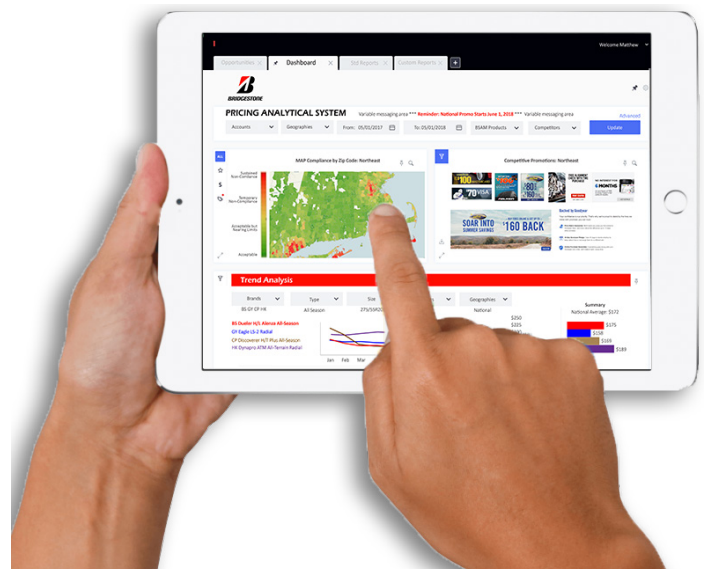
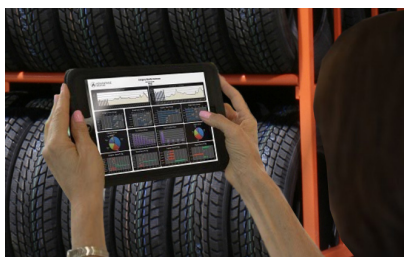
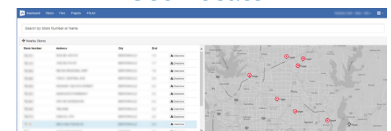
TRACE

Trace is a mobile communications and reporting platform for validating store-level activities in real-time. Using Trace, manufacturers can easily adjust in-store priorities and receive geo-coded feedback from their reps.

ATLAS' TRACE platform is an efficient communications gateway providing manufacturers with store-level information in real-time. TRACE turns the Apple iPad® into a mobile auditing and field force automation tool. TRACE's user friendly interface facilitates adoption by making auditing, task tracking and time management highly intuitive. TRACE enables manufacturers to audit any store, anytime, anywhere. TRACE can automatically send store or cluster-specific tasks to retail service providers and integrates directly into ATLAS' Reporting Studio.

- Real-time results sent on-the-fly (tasks/responses/projects/pictures)
- Geo-location locking (lock certain features to a store's geo-fence)
- Best-in-industry task generation, tracking and time management
- Daily task creation/phantom inventory/zero sales/retail exceptions
- Detailed note taking by store, shelf or item

Geo-Locate



A2 | REFERENCES



Fran Hughes

Senior Manager, Advanced Analytics
(404) 652-6619



Steve Carr

Director, Category Management
and Shopper Insights
(479) 286-6068



Raegon Barnes

Director, Sales Planning,
Strategy and Insights
(479) 802-7701

A3 | SELECTING THE RIGHT SERVICE PROVIDER

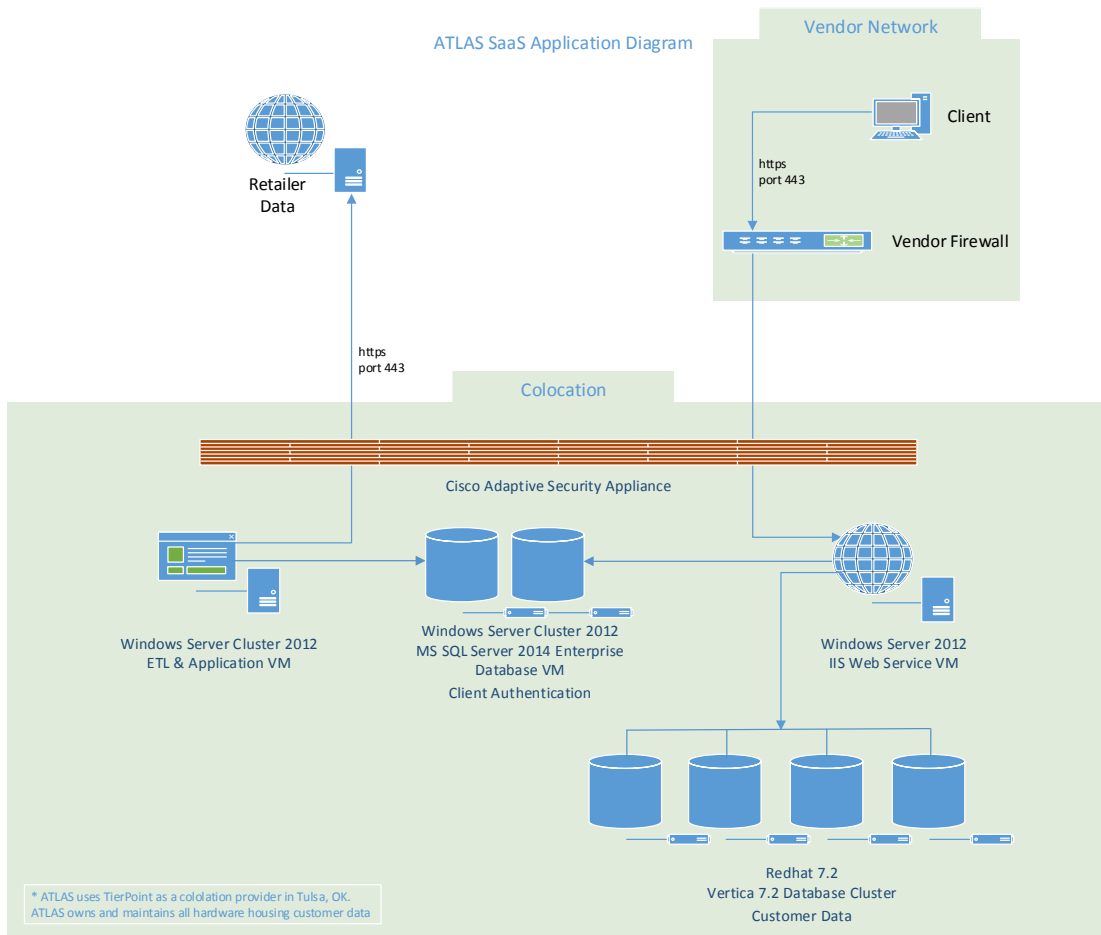
In order to support Bridgestone’s desire to make pricing a more strategic element of its go-to-market plan, it is important to understand the selected partner’s approach to technological innovation and how it protects itself from becoming functionally irrelevant - even obsolete.

Atlas is a recognized, leading provider of retail data management services (in-store and online) and performance intelligence. However, maintaining this leadership position requires constant evaluation of its clients’ needs and marketplace dynamics, as well as the integration of new technologies. In the near-term, Atlas plans to accelerate the integration of machine learning, AI and natural language programming into its product mix. The company is also investigating multi-cloud services to improve speed, security and accessibility. Blockchain technologies may also be integrated across multiple, cloud-based platforms. Data transparency across the path-to-purchase is another way Atlas will strengthen the “insight-to-impact” cycle while improving security.

Diverse Service Mix

Rapid changes in commerce and never-ending shifts in consumer purchasing behaviors require a service partner that provides rapid development, operational agility and diverse mix of services and products. Atlas provides ready-to-use analytical tools as well as custom-developed solutions and consulting services. This approach maximizes value in the near-term, while providing the proper foundation for developing future enhancements and new solutions.

A4 | TECHNICAL SPECIFICATIONS



Atlas's core capabilities center around its ability to manage disparate retailer data. With over 1500 databases, the core ETL logic has been vigorously field tested. With its broad scale, the system auto-detects data anomalies and includes "self-correcting" routines. Additionally, the Atlas database schema is flexible enough to handle multiple hierarchies of data pulls.

Databases and Platforms

Atlas can use a variety of different hardware and database platforms throughout the offering including web servers and data processing nodes.

- Database Servers: Microsoft Server
- Data Warehousing Servers: Redhat Linux
- Database Platforms: Vertica 8.x (data warehousing) SQL Server 2016 (transactional systems)

Performance, Capacity and Scaling

Day-to-day user experience performance, load balancing and scaling for our web sites are managed through use of cutting edge technology and advanced caching methodologies. Atlas uses redundant processing nodes that can handle high concurrency, as well as large datasets without issue. Atlas maximizes caching to ensure users have a smooth user experience as they manipulate large datasets. The Atlas data warehouse is a clustered architecture on high performance, enterprise-grade servers to ensure constant uptime and to optimize throughput. In addition to the ability to provide fast data response for reporting and analysis, a clustered architecture provides a more scalable model than traditional data blade-centered architectures.

Availability

Atlas' high availability (multiple routers and switches) datacenter are due to redundant systems and site configuration, which enable services to remain "live" during maintenance windows or unexpected failures. Atlas data clusters are RAID10. The data warehouse software has redundancy built in as well. Atlas utilizes a pager tool to ensure that engineers are immediately alerted in case of system malfunction, Internal escalation processes ensure issues are resolved with minimal disruption.

A3 | TECHNICAL SPECIFICATIONS, cont.

Back-Up, Retention and Recovery

Back-Up

All servers and data are routinely backed up on a predetermined frequency (daily, weekly, monthly) based on data criticality. All Atlas application data is backed-up daily to an off-site location. Additional details are provided in the Atlas Disaster Recovery Plan in Appendix A4.

Retention

Atlas retains all data stored in its data warehouse and transactional system indefinitely.

Recovery

Utilizing backups and on-call rotation, recovery time in case of emergency or hardware failure is acknowledged within 15 minutes and resolved as quickly as possible with escalations and communication where necessary.

Operability

Atlas will train all users in English. Atlas will provide formal on-site and web-based instruction. Atlas does not cap training hours (initially or ongoing).

Security

Each user must create a secure account using a email address and password which is stored, encrypted and never seen or stored in plain text. Access to data is controlled using this authentication at the application, database, and data table level.

Atlas keeps detailed user level logs on actions such as: User Logins, report runs, schedules created or queued, customer requests submitted and statuses altered. In addition to our application logs, Atlas servers keep detailed logs of each query submitted to the database and the source of the submission.

Data Transfer and Security Structure

All data is transported using HTTPS protocol by industry standard best practices and stored encrypted in our secure databases. Confidential user information is stored with a salted PBKDF2 Hash algorithm.

ATLAS uses a four-tier security structure applied to the following:

- Hardware
- Application
- Database(s)
- Data Table(s)

Atlas' administrative internal hardware is behind a firewall and private network that is not publicly accessible. All public-facing applications have application level security that utilizes encrypted password storage and contains minimal personal information (username, First and Last Name, encrypted password). When the application communicates with the databases, there is additional authentication necessary to ensure that no user can access data without proper authentication and authorization. Within each database Atlas includes table-level security to ensure users have the requisite rights and roles for accessing table-level data.

Atlas follows security management best practices as defined within ISO standards. All data collected is archived for a time and process logs are reserved. Atlas' task-tracking system is reserved indefinitely, which documents the stepwise progression of events as the task was worked and resolved. The current state of the data once loaded into the warehouse is also validated to ensure data integrity.

A4 | SECURITY AND BACK-UP POLICIES

Disaster Recovery Plan

Revised: March 14, 2018

Policy Owner:	Information Security Officer
Intended Audience:	All employees, IT and service providers as needed
Security Environment:	All IT Assets (Enterprise-wide)
Review Requirements:	Annually (minimum)

Synopsis

The Disaster Recovery Plan is to be used in the event of a significant disruption to ATLAS' core services. The goal of this plan is to outline the key recovery steps to be performed during and after a disruption of service to return normal operations as soon as possible.

The specific objectives of this disaster recovery plan are to:

- Immediately mobilize a core group of leaders to assess the technical ramifications of a situation
- Set technical priorities for the team during the recovery period
- Minimize the impact of the disruption to the impacted features and business groups
- Stage the restoration of operations to full processing capabilities
- Enable rollback operations once the disruption has been resolved if determined appropriate by the recovery team

Contacts (Primary)

All primary contacts will be notified in case of an emergency .

Ryan Dugger
Team Lead of Infrastructure
(479) 236-4649
ryan.dugger@atlasdsr.com

Shawn Beckwith
Chief Operations Officer
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shawn.beckwith@atlasdsr.com

Nick Dozier
Chief Executive Officer
(479) 236-7513
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Pat Lockridge
President
(501) 442-8504

Contacts (Secondary)

Javier Escajeda
VP of Category Solutions
(479) 381-5879
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Tony Curtis
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(479) 283-5297
tony.curtis@atlasdsr.com

Nathan Helton
Lead Software Engineer
(479) 965-3587
nathan.helton@atlasdsr.com

Procedures

1. Response Phase

- On call personnel paged
- Primary contacts engaged
- Decision made around recovery strategies to be taken

2. Resumption Phase

- Recovery procedures implemented
- Coordination with other departments executed as needed

3. Restoration Phase

- Rollback procedures implemented
- Operations restored

A4 | SECURITY AND BACK-UP POLICIES, cont.

Disaster Recovery Plan, cont.

Data Center Disruption

Contact TierPoint Support
oksupport@tierpoint.com
(405) 917-3700

Operate at a deprecated service level

Significant Dependency

(Internal or External) Disruption

Reroute core functions to backups

Participate in recovery strategies
as available

Wait for the restoration of service;
provide communication as
needed to stakeholder(s)

Other Significant Issues

Reroute operations to backup
processing unit / service (load
balancing, caching)

Wait for service to be restored,
communicate with core
stakeholders as needed

Applications are classified into one of four categories, Class 1 – 4, with Class 1 being Mission Critical Applications and Class 4 not requiring Disaster Recovery practices for the application. Each classification has a specified RPO (Recovery Point Objective) and RTO (Recovery Time Objective). Below is a matrix detailing each classification.

Classification	Description	RPO	RTO
I	Mission Critical Applications	24 Hours	24 Hours
II	Tier 2 Applications	24 Hours	24 Hours
III	Tier 1 Applications	24 Hours	1 Week
IV	No DR Required	N/A	N/A

Step	Owner	Components
Identify issue, page on call / Designated Responsible Individual (DR TEAM)	DR Team	- Issue communicated / escalated - Priority set
Identify the team members needed for recovery		Selection of core team members required for restoration phase from among the following groups: - Application Development - Data Integration - Business Intelligence
Establish a conference call to coordinate next steps		- Primary conference call - Alternate / backup communication tools: email, communicator
Communicate the specific recovery roles and determine which recovery strategy will be pursued.		- Documentation / tracking of timelines and next decisions - Creation of disaster recovery event command center / “war room” as needed
Execute Plan		
Track communication and status with the core recovery team.		Provide feedback about service availability
Distribute frequent updates to core stakeholders with the status.		

Penalties for Non-Compliance

Non-compliance with any policy or standard may expose the Company to unacceptable risk. Any deviation can subject the offender to disciplinary action, including dismissal. If adherence to any policy or standard is believed to be unwarranted, documentation substantiating that assessment must be forwarded to the Information Security Officer and Human Resources.