

TOP SHELF RETAIL ANALYTICS. BOTTOM-LINE IMPROVEMENT.



REPORTING STUDIO



ATLAS Technology Group solves key challenges facing today's department heads, analysts and category managers. Specifically, ATLAS addresses the six key barriers that prevent CPG manufacturers from maximizing the ROI from their retail intelligence efforts:

1. Disparate Data
2. Data Latency
3. System Complexity
4. Slow Time-to-Value
5. Silo'd Operations
6. Inefficient Practices

From Insight to Impact (I2I)

ATLAS combines technology and advanced analytics, with unsurpassed domain expertise and industry-leading service, to deliver high-value, high-return solutions.

ATLAS' four "A's" serve as its North Star for developing, implementing, and maintaining retail technologies to increase sell-through and contain costs.



Aggregation Analytics Activation Automation

The ATLAS Difference

Client-Centric Operation

We Own the Code

No Outsourcing, Off-shoring or Subcontractors

Diverse Developmental and Services Team that Blends Technology with Domain Expertise
The art and science of retail analytics

Service and Support that is Truly "Industry-Leading"

Our Culture

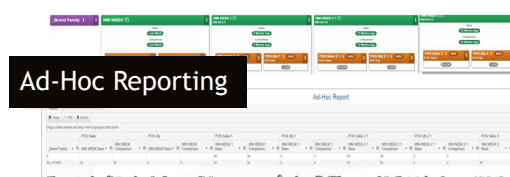
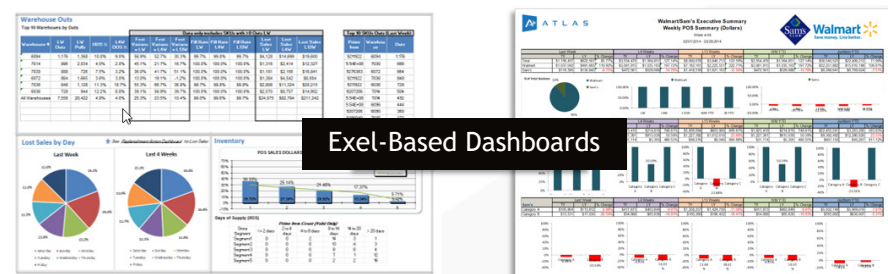
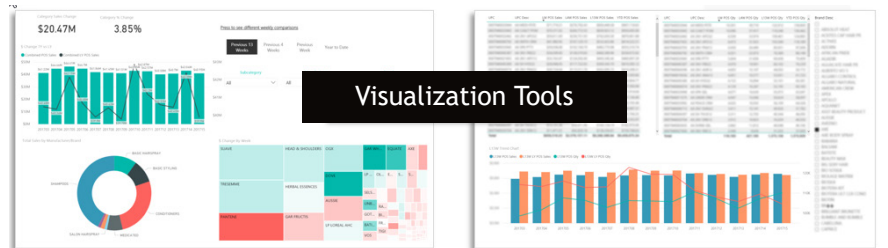
Come visit us and you'll see why we're different

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.

Reporting Studio also provides:

- Automated POS downloads
- More than 6,000 existing reports
- Easy report customization
- Automated validity checks
- User-defined, threshold-based alerts
- Data visualization & dynamic mapping



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ATLAS



ATLAS REPORTING STUDIO

Name*
Segment Dashboard

Folder Name

Run Options
 Execute This Schedule
 Wait for Daily Data to Load Before Sending

Start On*
12/11/2017

End On*

Frequency
 Once
 Daily
 Weekly
 Never ends

Send On*
 Sunday
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday

Recurrence*
Send Every 1 Week(s)

Email Settings

Sender*
NoReply@atlascor.com

Recipient List*
pat.rodriguez@atlascor.com

CC

BCC

Subject*
Segment Dashboard

ZIP Attachments

Body

Atlas Reports

Attach/Report Favorite/Report
Segment Dashboard

Print **Access** **PDF**

Add Report **Cancel** **Save Schedule**



Email for Retail

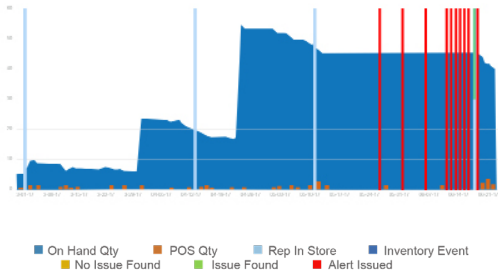
ATLAS Reporting Studio enables users to customize email content, distribution, and frequency using the system’s rules-based, Email for Retail feature. This helps clients identify potential sales barriers in time to take preventative measures or to rapidly course-correct in order to minimize disruption at the shelf.

Features include:

- Automatically sent to your Inbox daily
- Scorecard automation
- Content “smart” emails, i.e. “Your sales are up +8% TY vs. LY”
- Conditional emails for exception-based delivery



Rules-Based Alerts



- Every item is analyzed on a per store / day time frame
- Compared against the item’s historical performance and sister stores expected velocity
- Consideration taken for other factors such as:
 - Historical field responses
 - Inventory data available
- Probability determined of the item having a true issue preventing sales
- Available tasks further filtered to meet specific client criteria such as:
 - Only specific stores alerted
 - Only specific items alerted
 - Store level maximum number of tasks



Additional Retail Solutions Powered by



ATLAS

OSA+

By SKU, BY Store and By Day

Incorporate Rep Feedback

Dynamic Routing

TRACE

Customized Dashboards

Retailer POS at Hand

Geo - Locate

AMP

Automated Planograms

Assortment Decisions

3D - Virtual Display

CANOPY

Ecommerce Data

Social & Influencer Data

Buy Box Tracking