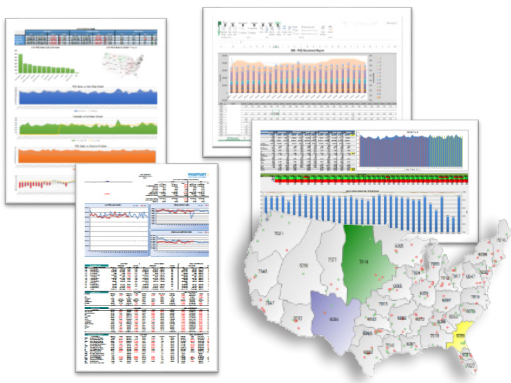


Big Data, Simplified.

Atlas helps consumer goods companies make better decisions by harmonizing data and extracting richer insights ... in less time.

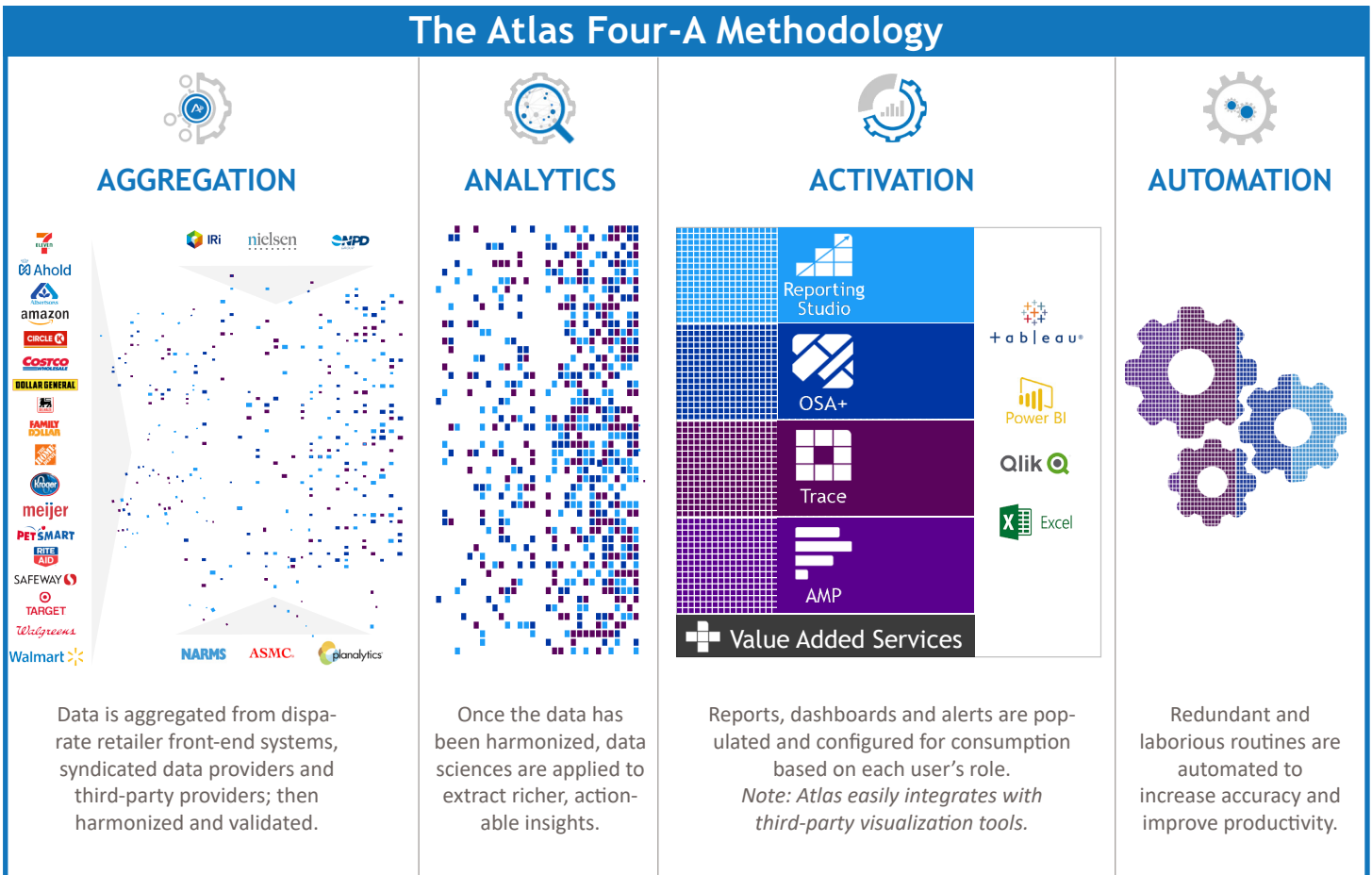


Atlas Technology Group is a leading provider of business intelligence and data management solutions designed specifically for consumer goods manufacturers. Many of the world's leading brands, as well as emerging brands, partner with Atlas to improve their competitive position. Atlas' advanced data management services, analytics, reporting and field-force communications, improve the quality and speed of the Insight-to-Impact cycle.

“Measure what is measurable and make measurable what is not so.”

- Galileo Galilei

Manufacturers have access to mountains of data from a multitude of sources, yet have difficulty transforming these massive datasets into insightful and actionable information assets. As illustrated below, Atlas’ proven Four-A methodology harmonizes disparate data; then applies advanced analytics to generate the appropriate output, for the appropriate user, at the appropriate time. The process concludes with the automation of routine functions and processes to increase report accuracy while improving productivity.



The Atlas Solution Set

- Business Intelligence
- Predictive Analytics
- Report/Dashboard Automation
- Threshold-Based Alerts
- Extract-Transfer-Load Services
- Field Force Intelligence and Auditing
- Planogram Automation

Top 5 Competitive Advantages

Based on client feedback

1. Established, Robust Platform
2. Intuitive Interface
3. Powerful Out-of-the-Box Solutions
4. Best Customer Service
5. Automated ETL and Validation Processes

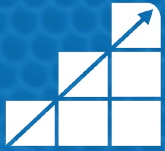


“We can’t tell you how much we appreciate all you do for our team. You are a great partner that works miracles and handles the stress like pros.”

- Category Team Lead

ATLAS

ANALYTICS ADVANCING TRADE



REPORTING STUDIO

Reporting and Visualization

- Performance reporting for Sales, Supply Chain, Category and Retail Operations
- Configurable reporting and dashboards
- Existing library of retailer and corporate content with 6,000+ report templates
- Full ad-hoc reporting capabilities
- Automated POS downloads and validity checks



AMP

Planogram Automation

- Automate and customize planograms
- Improve assortment
- Minimize resource requirements
- See how changes impact the set “on-the-fly”



OSA+

On-Shelf Availability

- Daily zero sales, OOS and ghost inventory
- Highly accurate and flexible algorithms
- Daily dashboard of retail coverage
- Prioritized routing



VALUE-ADDED

Automating Laborious Processes

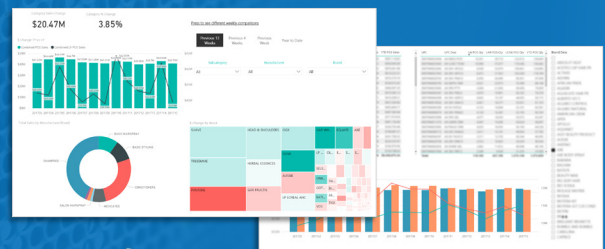
- Increase productivity and accuracy
- Gain efficiencies via machine learning
- Leverage existing information assets
- Optimize data management resources



TRACE

Real-Time Retail Reporting

- Audit any store, anytime, anywhere
- Take notes per item, per store
- Store and retrieve pictures in-store
- Send to retail service providers automatically





Global Confectionery Company Captures Incremental Sales of \$33.8 MM with Atlas' Reporting Studio and OSA+

Reporting Studio

Manufacturer used Reporting Studio to monitor sell-in of its Fourth-of-July promotional pallet program at Walmart.

Reporting included the tracking of:

- Seasonal Pacing
- Store Shipments
- Pallet Arrivals

Performance alerts were automatically distributed when "seasonal pacing" fell below predefined thresholds. This ensured the manufacturer and its retail service provider understood which stores needed additional sales support in order to maximize the promotional funds allocated.

Results

Fourth-of-July pallets were placed in **95% of the targeted stores** and generated **\$19.8 MM in promotional sales**

OSA+

Supplier used Atlas' OSA+ solution to identify potential in-store sales barriers. Key focus areas included:

- Daily Zero Sales
- Out-of-Stocks
- Ghost Inventory

The solution updated the client's retail coverage dashboard and dynamically-routed the retail service provider's in-store personnel.

Stores were prioritized based on the projected rate of lost sales and other velocity-based metrics. Stores were then clustered according to these metrics, as well as by each store's physical location. This enabled the supplier to align retail coverage with stores offering the greatest sales gains.

Results

Manufacturer **generated an incremental \$14MM in annual sales** (\$1.73MM per month)