

ATLAS

Analytics Advancing Trade

Accelerating the Insight-to-Impact Cycle

Atlas helps consumer goods manufacturers improve product performance by efficiently extracting richer insights from disparate data sources, in less time.

“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.



AGGREGATION

Data is aggregated from disparate retailer front-end systems, syndicated data providers and third-party providers; then harmonized and validated.



ANALYTICS

Once the data has been harmonized, data sciences are applied to extract richer, actionable insights.



ACTIVATION

Reports, dashboards and alerts are populated and configured for consumption based on each user's role.

Note: Atlas easily integrates with third-party visualization tools.



AUTOMATION

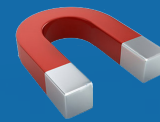
Redundant and laborious routines are automated to increase accuracy and improve productivity.

BY THE NUMBERS



Number of Clients

152



Client Retention Rate

96%

Number of Active Databases

1500



Number of Retailers

38

Number of Countries with Atlas Installations

15



Number of Employees (All US-Based)

85



AtlasDSR.com

Northwest Arkansas

5214 W Village Parkway
Suite 100
Rogers, AR 72758
479.715.6022

Minneapolis, Minnesota

60 South 6th Street
Suite 2800
Minneapolis, MN 55402
952.270.2135