

# Value Proposition

Atlas Streamlines the “Insights-To-Impact” Path to **Increase Sell-Through** and **Improve Productivity**

## AGGREGATION



Harmonizing & validating data from disparate sources & formats

## ANALYTICS



Applying data sciences to identify trends, threats and opportunities

## ACTIVATION



Populating dashboards, reports & alerts for user consumption

## AUTOMATION



Increasing productivity & accuracy by automating redundant processes