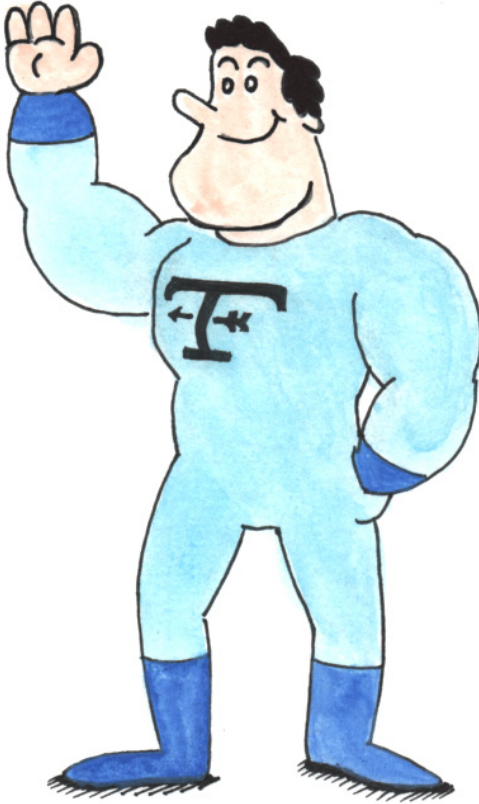


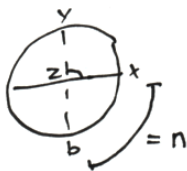
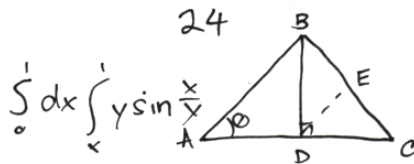
Meet Jimmy Dean.



Tyson Enterprise
Super-Rep

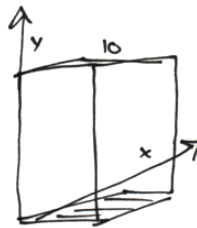
Jimmy became a Tyson Super-Rep by leveraging special tools and analytics that enabled him to work smarter. In Geekier terms, Jimmy used heuristics, historical data, statistical models and machine learning algorithms to become as productive as he could possibly be.

$$\frac{(1 + 1 = 5^{x^2})}{72} \times 16$$



$$MC^2$$

$$\frac{\cos(2 \sin(\alpha)) \cos(\alpha)}{15}$$



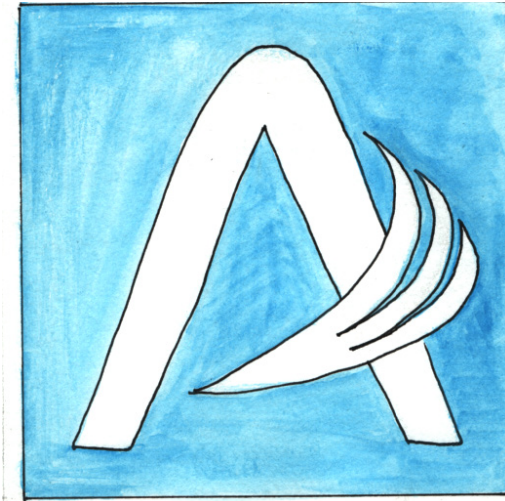
$$10 \times 10 = x^{42}$$

$$24$$

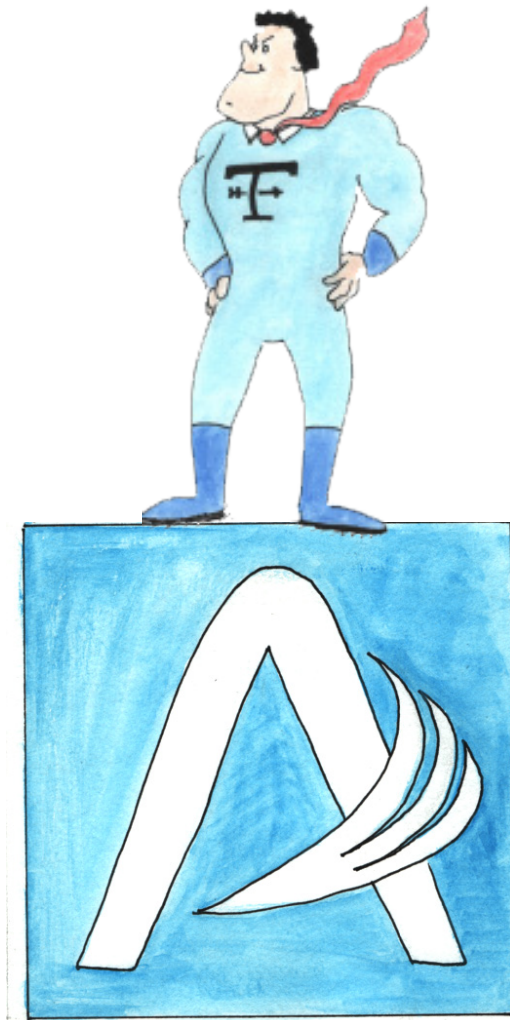
Jimmy didn't actually data mine each retailer's POS data.

He focused on his specialty - Retail.

For data aggregation, harmonization and analytics he depended on his trusted advisor...Atlas - a division of Advantage Solutions.



By working as a team, Jimmy and Atlas created a new approach to retail services called: “Dynamic Prioritization and Allocation of Retail Resources.”



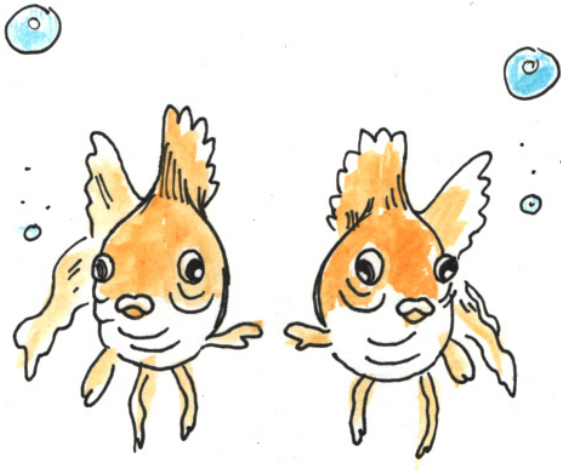
Dynamic Prioritization

is another way of saying Jimmy fished where the fish were. And when the fished moved to a new hole, Atlas would redirect Jimmy accordingly.

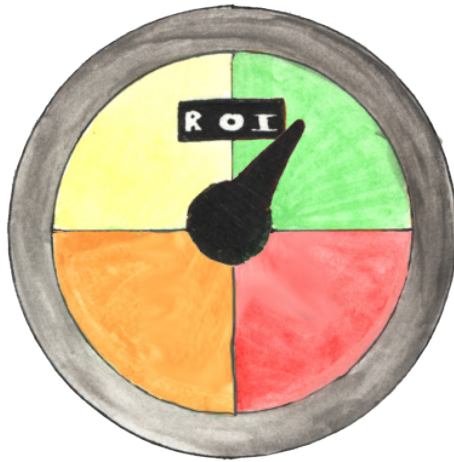
Atlas, with the help of machine learning, could even predict when and where the fish would go.



34,000 species of fish



The system also learned that certain species of fish shared similar traits and behaviors – even though there are more than 34,000 species. In retail jargon, this is known as identifying sister stores; stores that have similar sales volumes, neighborhood demographics and shopper behaviors.



So when similar fish - or sister stores - experienced performance anomalies, it is a strong indication that sending a field service rep to that store to correct the situation would have a direct impact on sales performance.

To identify and prioritize opportunities at retail, Atlas constantly analyzed the most recent sales and inventory data. Using predictive analytics, Atlas projected the ROI for each store visit; then created routes that delivered the most bang for the buck.



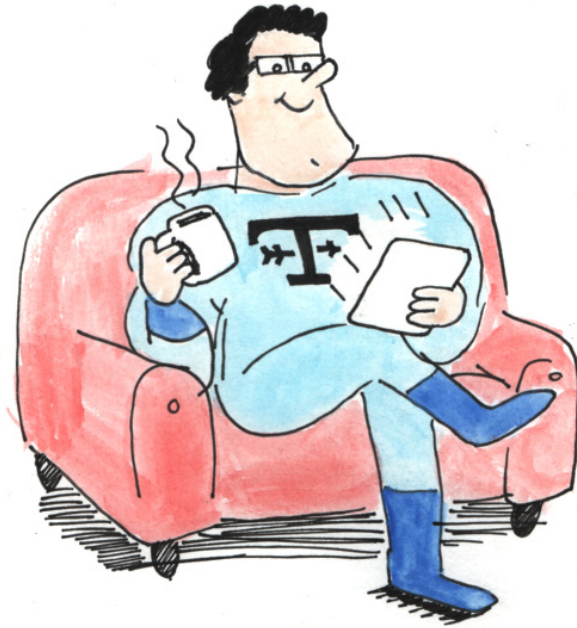
Again... Fishing where the fish are and where they're going.

Jimmy knew this retail optimization was ongoing and that updates were done in real-time. This meant Jimmy's day could change at the drop of a hat. But Jimmy was glad this system was in place.



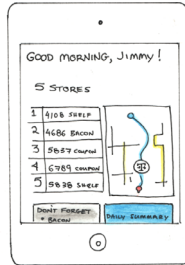
After all it helped him reach his performance objectives, which put more money in his pocket. Plus, he knew the most important retail issues were being addressed first and that his efforts really did make a difference.

Let's take a look at a day in Jimmy's professional life.



Every morning Jimmy would grab a cup of joe, then sit down with his tablet to see what his day entailed. He was never 100% sure because of the dynamic prioritization - but this kept things interesting.

On this day Jimmy sees there are five store visits planned for him. He also sees the ROI projected for each store.

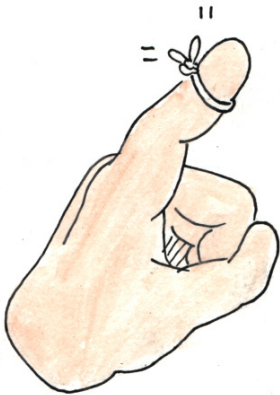


The system also sequences the route to minimize Super-Rep's kryptonite: Windshield Time.

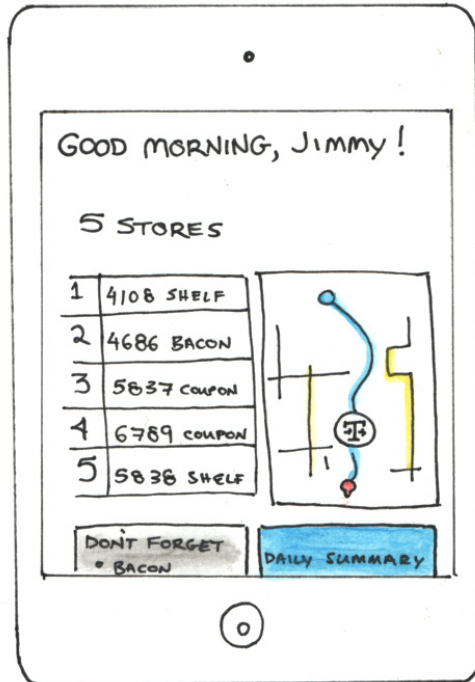


Jimmy also notices that three of the five stores have significant Up-Sell opportunities. And up-selling was one of the most important tasks he could do, and they added significant bonus bucks.

But before Jimmy hits the *START* button, the system reminds him to bring any supplies needed for today's store calls.



For today, he needed to bring demo kits and coupons for a Wright Bacon Demo and some Martina McBride shelf talkers. He also grabbed some extra coupons to help out with his colleague's in-store demo.



After loading up the supplies, Jimmy hops in his car and selects “Start My Day” from the application.

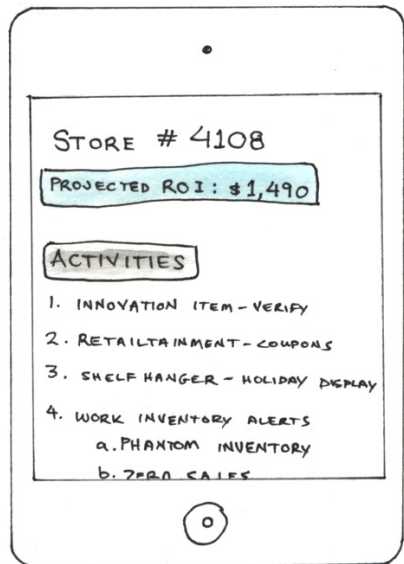
The system has determined that Store 4108 is his 1st stop.

Remember, dynamic prioritization considers several factors such as ROI, route efficiency, traffic conditions, in-store activities and more.

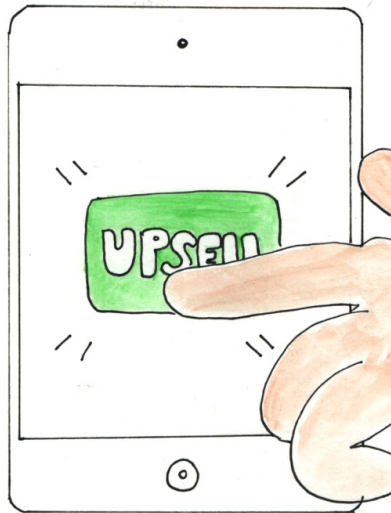
Jimmy arrives at store 4108, which has a projected a ROI of \$1,490, five planned activities and 45 minutes of in-store time.

The planned tasks include:

1. Innovation Item- Verify on shelf
2. Retailtainment- Coupons for Demo
3. Shelf Hanger- Set holiday display materials
4. Work inventory alerts for each category
 - Phantom Inventory
 - Zero Sales
 - Highlight Chronic Alerts
 - Overstock Inventory
5. Competitive Data Gathering



After completing the 1st three tasks, Jimmy sees Jeff, the department manager for fresh meat. Jimmy remembered this store was flagged as a potentially high UP-SELL Store. So Jimmy approaches Jeff and clicks on the UP SELL Button.



The Upsell screen shows two opportunities that are listed in priority order, each of which has a projected dollar value associated with it:

- Seasonal Display for Wright Bacon | \$890
- Innovation Display for Jimmy Dean Simple Scrambles | \$900

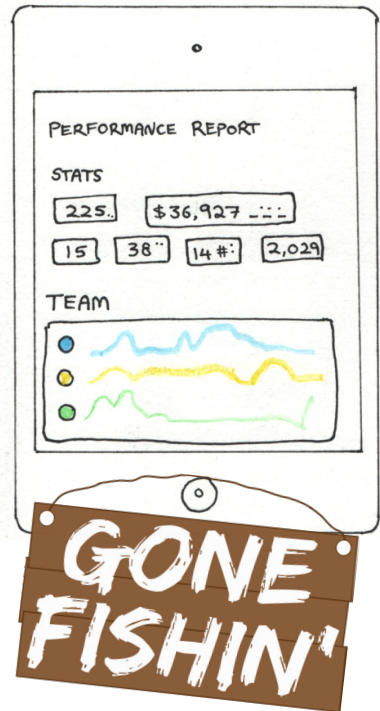


At the end of the day Jimmy sees how he performed. He can see his ROI achievement for the day, week to date, month to date and year to date. He is also able to see how he is performing against his peer group.

Sara Lee, Jimmy's Regional Manager, can also see how her team performed. She can see her team ROI achievement for the day, week to date, month to date and year to date. She is also able to see how her region is performing against the others. Under the region, she can drill down to see how her individual team members performed.

Similarly, Ty Tyson can see how the enterprise performed and drill-down into the regions, zones, and time-frames for even greater insights.

The bottom-line is just that... the bottom-line. And applying real-time intelligence to maximize opportunities at retail is just one of the innovations that will forever change the way we service our retailers and shoppers. Remember, Dynamic Prioritization is a fancy way of saying "we will fish where the fish are, and where they are going."



*Dynamic Prioritization and
Allocation of Retail Resources*

