

RESPONSE TO REQUEST FOR PROPOSAL



BUSINESS INTELLIGENCE ANALYTICS SOFTWARE / SERVICES



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ATLAS

RETAIL INSIGHTS. GAME-CHANGING OUTCOMES.

ATLAS Technology Group works with CPG manufacturers to uncover hidden growth opportunities while increasing productivity. ATLAS combines disparate data-sets and applies proprietary tools, products, and services to increase what we call the “I2I (Insight-to-impact) Cycle.”

In addition to bringing new solutions and insights to light, ATLAS works diligently to ensure new systems and processes are rapidly adopted by decision makers and analysts.

While our expertise resides in retail analytics, performance improvement is our passion. That’s why the success of our clients has always been our leading performance indicator. This commitment to client success is ingrained in our culture and continues to fuel our innovation engines.

ATLAS begins each engagement with a blank canvas so no one brings preconceived outcomes or barriers to the innovation table. This keeps minds open and ideas fresh. This also further empowers client teams to introduce new products, solutions, and deployment models - whatever maximizes client value.


On behalf of Team ATLAS, I’d like to thank BIC Group for the opportunity to become a strategic analytics partner.

Respectfully,

Nick Dozier, CEO
ATLAS Technology Group



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 **2.1.1. [Submitter Information]** 

Public/Privately held?

Closely-Held, Private Company

Parent Company



Audited Financials
Revenue/Income

Not disclosed; however will
schedule meeting with CFO for
in-depth financial review

Headquarter Location(s)



 **ATLAS**

5214 Village Parkway, Suite 100
Rogers, AR 72758
85 Employees

Other US-Based Office:
60 South Sixth Street, Suite 2800
Minneapolis, MN 55402





 **ADVANTAGE SOLUTIONS**

18100 Von Karman Ave #1000,
Irvine, CA 92612
50,000 Employees

Global Operations

- Argentina
- Brazil
- Canada
- Chile
- China
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- India
- Japan
- Mexico
- Portugal
- Puerto Rico
- United Kingdom
- United States



 **2.1.1. [Submitter Information, cont.]** 

Number of installed clients and how many consumer products companies use your solution:	1500
Do any current clients compete with BIC or sell into Stationery, Impulse, or Shave?	Yes: Impulse and Shave
# of years in offering POS reporting solutions	8
SaaS offering: where are your data centers located?	Tulsa, OK (Pierpoint)
Submitter can provide descriptions of similar installations and names of clients who can be referenced	
Submitter can support a global implementation	Yes. See Global Ops on previous page

Sample List of Retailer Data Sources



NOTE

The remaining pages of this RFP have been removed due to client confidentiality.

This RFP may be viewed in its entirety upon execution of a Nondisclosure Agreement and/or with approval from Atlas.

 ATLAS

