

REQUEST FOR PROPOSAL



SELECTING A SINGLE-SOURCE PROVIDER OF DATA SERVICES & REPORTING FOR MANAGING SALES, SHIPMENTS AND INVENTORY DATA

PREPARED FOR ABBOTT LABORATORIES, LTD.
NUTRITION DIVISION | RETAIL TEAM

MARCH 23, 2018



TOP SHELF RETAIL ANALYTICS. BOTTOM-LINE IMPROVEMENT.

ATLAS Technology Group solves key challenges facing today's department heads, analysts and category managers. Specifically, ATLAS addresses the key barriers that prevent CPG manufacturers from maximizing the ROI from their retail intelligence efforts. Barriers include:

- Disparate Data and Data Latency
- Integration with Legacy Systems
- System Complexity (User Adoption)
- Rapidly Changing Requirements
- Slow Time-to-Value

From Insight-to-Impact

ATLAS combines technology and advanced analytics with unsurpassed domain expertise and industry-leading service, to deliver high-value, high-return solutions.

ATLAS' four "A's" serve as its North Star for developing, implementing and maintaining retail technologies to increase sell-through and contain costs.



AGGREGATION



ANALYTICS



ACTIVATION



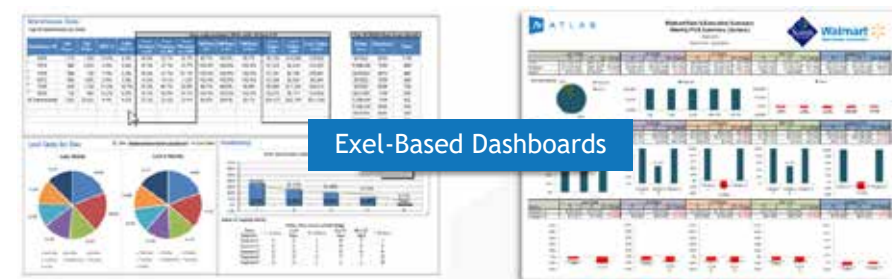
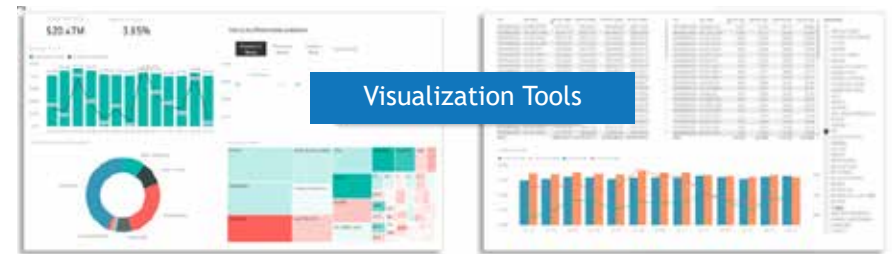
AUTOMATION

ATLAS Reporting Studio is an easy-to-use retail reporting system that converts disparate retail data into relevant, tailor-made information. Reporting Studio's analytical engine transforms low-value activities, such as data preparation and validation, into high-value, actionable solutions.

Intuitive reports are packaged automatically into emails with a "Smart Text" feature that quickly identifies opportunities while pinpointing potential sales barriers.

Reporting Studio also provides:

- Automated POS downloads
- Automated validity checks
- 6,000+ existing report templates*
- User-defined, threshold-based alerts
- Easy report customization
- Data visualization & dynamic mapping
- Full Ad-hoc capabilities
- Excel-based dashboards



* The Atlas report library includes more than 6,000 templates; providing a very efficient and timely process for customization.

Key Dates

March 23, 2018	RFP Submission
April 9, 2018	Presentation & Demo In Saint Laurent, QC
April 16, 2018	Contract Awarded
May 30, 2018	Final Agreement
September 3, 2018	Begin Trial and Training; Identify Refinements
September 30, 2018	Completion (with on-going support)

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Appendices

A1: Atlas Vendor Profile | A2: Report Exhibits | A3: Related Sample Reports

Contacts



[Redacted contact details]



[Redacted contact details]

RETAILERS

RETAIL DISTRIBUTORS



Note: Estimates for adding HCP/INSTITUTIONAL Accounts is also provided.

Purpose

The impetus for this RFP is for Abbott's Nutritional Division - Retail Team (referred to as Abbott for the remainder of this RFP) to increase productivity while extracting richer insights from disparate datasets. Abbott wants to spend less time on data manipulation and more time on actionable analytics in order to improve retail performance.

Abbott clearly understands that the value of business and retail intelligence resides in the aggregation, analytics, accuracy and reporting extracted from big data, as well as increasing the speed of the "Insight-to-Impact" cycle.

Gartner

A recent Gartner study found respondent organizations were losing an average of \$9.7M annually as a result of poor data quality.

Tech Republic, another leader in IT advisory services, estimates that data scientists and analysts can spend as much as **80% of their time cleaning and preparing data.**



Atlas Technology Group helps FMCG companies reverse this trend. In doing so, Atlas customers improve productivity while accelerating the speed and quality of their data-driven decisions. This supports proactive account team management while increasing the speed of course corrections through early detection.



Objectives (Directly from the RFP)

1.0 Unify all customers' specific data sources for easy access and reporting

2.0 Manage weekly reception, load and maintenance of customer-specific data

2.1 POS (by store, by sku, by week) and Inventory (by week, by SKU, by store for WM and by warehouse for available customers)

2.2 Shipments by week by SKU by customer (pending Abbott approval to release)

2.3 Nielsen units and dollars sales by SKU by week (optional)

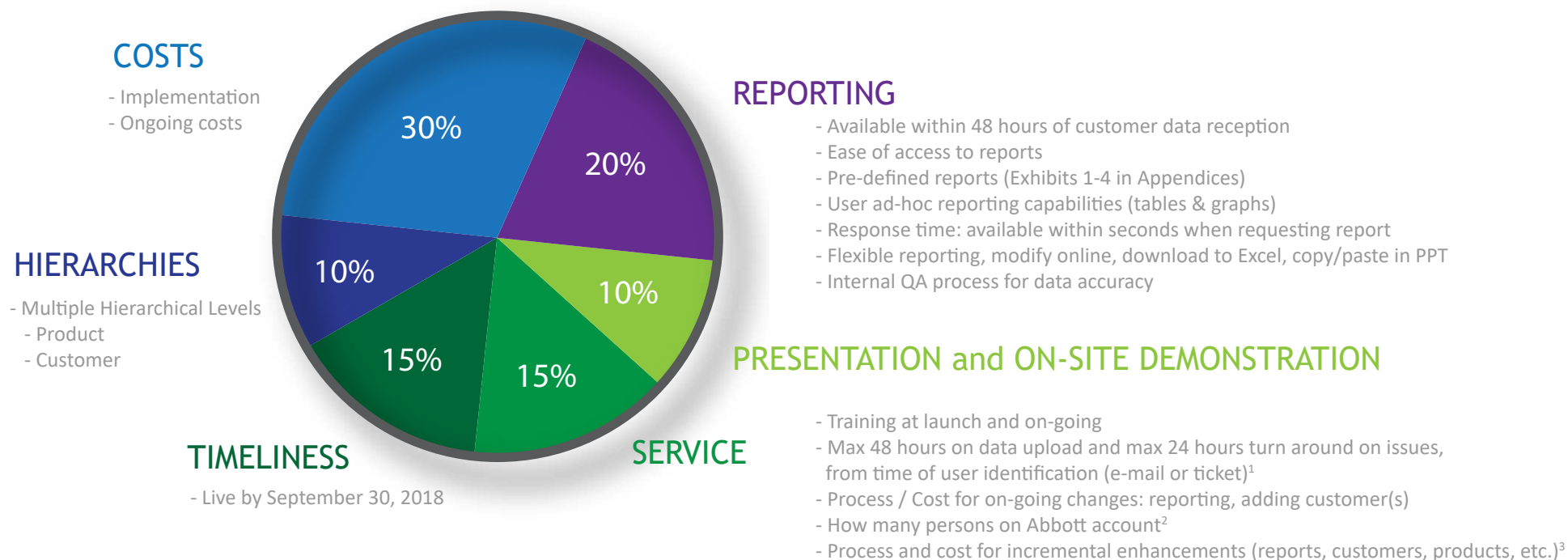
3.0 Provide on-going data quality validation, exception reports, cleansing and corrections, own data transfer process

4.0 Develop Abbot standard reporting, accessible through web platform, reports that can be easily manipulated

5.0 Maintain at least 3 years of historical data on going (initial historical data to be provided by Abbott)

Atlas will satisfy all of the above-stated requirements as well as the "weighted deliverables" below

Weighted Evaluation of Deliverables (Weighted)



¹ Applies to any instance controlled by Atlas ² Resource allocations will vary based on time-lines and costs

³ Some enhancements incur minor additional costs. See Pricing on page 15 for more information.

Solution: Functional Overview

The scope of work includes data management and reporting services for Abbott's predefined retailers.

Atlas solutions are deployed in a SaaS model. This approach increases the rate in which insight is transformed into impact. The SaaS model also reduces human error, provides an efficient platform for upgrades, maintenance and support. The SaaS model also helps in auditing system performance and usage at the client level. Developing the required solution set requires close collaboration with Abbott personnel to implement efficient solutions for data warehousing, data ETL (extracting, translating and loading) and reporting as defined below:

Customer-specific POS data by:

- Store
- SKU
- Week

Warehousing inventory data for Walmart by:

- Week
- SKU
- Store

Warehousing data for other retailers and distributors will be by warehouse

Shipment data will be provided by:

- Week
- SKU
- Customer

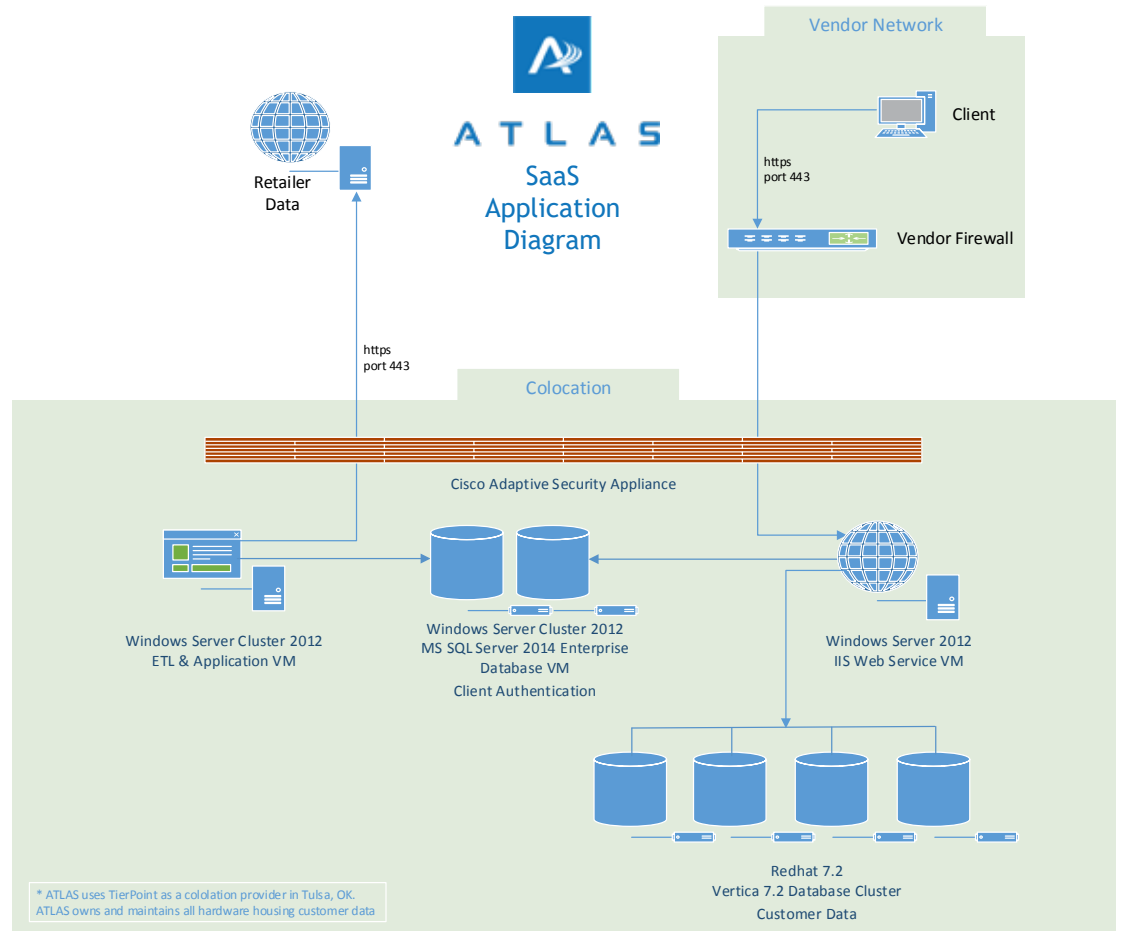
Nielsen sales data (units and dollars) will be by:

- Week
- SKU

End User Reporting:

A user-friendly self-service interface will be provided to enable users to create/run/schedule/share reports and report templates. This includes featured reports (Exhibits 1-4), ad-hoc reporting, pre-defined customized reporting, and full access to Atlas' report library.*

* The Atlas report library includes more than 6,000 templates; providing a very efficient and timely process for customization.



Atlas's core capabilities center around its ability to manage disparate retailer data. With over 1500 databases, the core ETL logic has been vigorously field tested. With its broad scale, the system auto-detects data anomalies and includes "self-correcting" routines. Additionally, the Atlas database schema is flexible enough to handle multiple hierarchies of data pulls. For more information, please refer to the Technical Specifications beginning on page10.

The Need for Abbott to Partner with Atlas when Adding Retailers

Client on-boarding includes loading historical data provided by Abbott and developing the required routines for uploading Abbott's retailers on a predetermined frequency (usually daily or weekly).

NOTE: For Retailers Not Currently Providing Abbott or Atlas with Routine Data Feeds

A member of the Abbott team will be required to serve as an intermediary during the retailer data acquisition process. This team member must be knowledgeable in the following areas:

Retailer Data

Process for gaining access to the retailer data, available measures, frequency that data is updated, and business rules that should be used for data validation. Atlas will share common practices used for on-boarding previous retailers to facilitate a structured approach for capturing informational assets,

Business Use

Provide information about how end users typically view/query data for reporting. This will help ensure Atlas develops data models that satisfy the reporting needs of the end user(s). *Note: The exhibits provided in Appendix A2 are good examples of current end-user views. However, other visualization or reporting methods may be developed provided the Atlas development team understands the function, purpose and application for each report.*

Data Validation

Once ATLAS has completed the historical data load from the retailer data source (if applicable), Atlas will request a user be available to assist with data validation and provide a final approval, acknowledging the data/ETL processes are accurate.

Minimum data requirements include:

- Item List
- Store Lists
- POS (if available)
- Shipments

On-Boarding Abbott and Project Milestones

The time-lines below represent estimates based on Atlas' current understanding of Abbott's requirements. Changes in data availability, user base, and the amount and complexity of Abbott's reporting requirements may impact these estimations. The time-lines and milestones below are based on the following:

Retailers and Retail Distributors

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.

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