



BRIDGESTONE

PRICING ANALYTICAL SERVICES PROPOSAL

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 **ATLAS**



PRIMARY POINT OF CONTACT

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BRIDGESTONE

CORPORATE PROFILE

Atlas Technology Group (Atlas) is a wholly-owned subsidiary of Advantage Sales and Marketing, LLC d/b/a Advantage Solutions.

Atlas was founded in 2008 for the purpose of providing retail intelligence and data harmonization services for manufacturers selling in multi-channel environments. In 2015, Advantage Solutions acquired Atlas.

Today, Atlas operates in a modified matrix structure that provides operational autonomy while benefiting from the pool of resources provided by Advantage Solutions. This structure helps Atlas maintain corporate agility while maximizing end-client value by delivering high-value, efficient, and scalable solutions. This structure continues to fuel Atlas’ innovation engine while maintaining the company’s entrepreneurial spirit.

Atlas offers manufacturers a diverse solution set comprised of:

- Business Intelligence
- Digital Commerce & Engagement Analytics
- Predictive Analytics
- Report/Dashboard Automation
- Data Warehousing
- Extract-Transfer-Load (ETL) Services
- Field Force Automation
- Planogram Automation



Chief Executive Officer	Nick Dozier	Tanya Domier
Location of Headquarters	5214 West Village Parkway Suite 100 Rogers, Arkansas 72758	18100 Von Karman Ave Suite 1000 Irvine, California 92612
Number of Employees	85	200,000
Channels	All	All
Comp Mod Rating	Unknown	Unknown
Footprint	Atlas’ service footprint includes the U.S., Argentina, Brazil, Canada, Chile, China, Costa Rica, El Salvador, Guatemala, Honduras, India, Japan, Mexico, Nicaragua, Portugal (POC), South Africa and the U.K.	Advantage Solutions operates in the United States and Canada and maintains a platform in select markets throughout Africa, Asia, Australia, and Europe.

Notes
 Advantage Solutions was incorporated in Delaware. The company’s fiscal year-end is December 31st.

Diversity Certifications In 2010 Advantage launched several formal diversity initiatives and programs; however, these ongoing activities do not carry external designations. Active programs include:

- The Advantage Career Development Council
- Stay, Grow, Lead Program
- Annual Diversity Panel
(includes the myAdvantage app, an open communications platform)

EXECUTIVE OVERVIEW: THE ATLAS TECHNOLOGY GROUP

Atlas is a *Strategic Supplier* for many of the worlds' most recognized brands. Atlas continues to earn this designation by consistently delivering innovative, user-focused, solutions that increase sell-through and/or improve productivity.

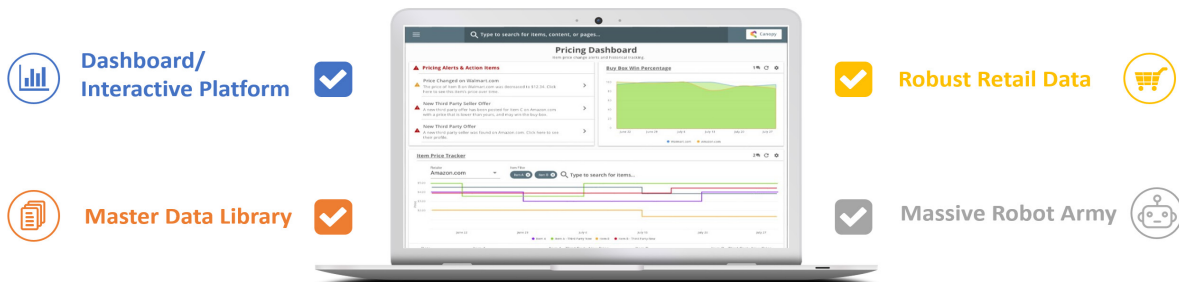
FOUR REASONS ATLAS IS BSAM'S OPTIMAL PRICING ANALYTICS PARTNER

1. Time-Tested Solutions for Transforming Disparate Data into Actionable, Quantifiable Insights

Atlas was founded by addressing manufacturers' needs for capturing, aggregating, and harmonizing retail data in order to improve the quality and speed of their decision-making processes. Atlas, recognizing how eCommerce would transform retail, began pioneering solutions to help manufacturers improve their competitive position by harnessing data captured collected in physical and virtual environments.

Atlas Launches Canopy

Canopy is a portal-based solution providing insights for eCommerce, digital, shopper, and social teams. These insights are extracted by harmonizing data from disparate sources, including retailers' sites, third-party sellers, reviews, news feeds and social commentary sites such as Facebook, Instagram and YouTube. Atlas' Canopy solution is the first solution provider able to blend eCommerce data with shelf analytical data to obtain actionable insights into content health, customer engagement, pricing, promotions and sales – All done in real-time. Canopy applies advanced analytics and proprietary algorithms to deliver unprecedented insights into eCommerce and digitally-influenced purchases.



2. Diverse Solutions and Product Mix

Atlas provides a comprehensive solutions matrix, which gives BSAM and Atlas better control across the Insight-to-Impact cycle. Many solutions are offered in multiple configurations in order to optimize resources and rapidly deliver value. Increasing the time-to-value cycle accelerates adoption and serves as the foundation for expanding the solution(s) based on BSAM's specific needs. As insights and understanding increase, new performance-enhancing opportunities will be revealed. Collectively, the BSAM/Atlas team will prioritize each opportunity based on key metrics, time frames, resources, etc. The value of this ongoing process is fourfold:

- 2.1 Prevents "scope-creep" and protects existing operations
- 2.2 Aligns direct and indirect brand constituents (internally and externally), while keeping "data consumption" top-of-mind
- 2.3 Facilitates change management by soliciting input from cross-functional areas; creating "buy-in" that reaches beyond marketing
- 2.4 Serves as a strategic, BSAM-specific road map for expanding the pricing analytical system and related services

3. Customer Service

Every company claims customer service as a competitive differentiator; however, Atlas - being a customer-centric company - lives it. Atlas routinely monitors client engagement levels and internally scores client satisfaction rates across all customers and Client Service Managers. Atlas strongly adheres to the best practice of "inspect what you expect," which is why Atlas' service and support is continually cited as "best-in-class." The company's customer retentionrate¹ validates its position as industry-leader.

Corporate Structure

Atlas' organizational structure enables it to remain uncommonly agile while benefiting from the extensive resources, support and relationships afforded by its parent company, Advantage Solutions. This matrix-style structure provides BSAM with significant advantages and mitigates the risks often connected to smaller, single-service providers and/or start-ups. For example, in place of phone-based data collection (as requested in the RFP) Bridgestone may achieve cost savings and economies of scale by deploying Advantage's extensive field force for conducting in-store, live, intercepts. In addition to providing on-site personal attention, field personnel can collect and transmit location-specific data (prices, promotions, POS signage, etc.).

¹ Retention rate as of March 31, 2018



Experience Directly Related to BSAMs Pricing Requirements

Atlas will deliver greater value in less time due, in part, to an active engagement in which Canopy scrapes, analyzes and reports on more than 70,000 auto parts SKUs sold through 2,161 Amazon resellers.

Includes Amazon direct and Amazon's Marketplace



EXECUTIVE OVERVIEW: PRICING ANALYTICAL SOLUTION

Atlas will work collaboratively with assigned Bridgestone Americas (BSAM) personnel to finalize the pricing analytical solution. BSAM will benefit from Atlas' proven solution set, particularly in the areas of:

- Harmonizing big data from disparate sources, including web scraping
- Applying advanced analytics to extract and quantify opportunities and insights connected to pricing, assortment and promotion
- Creating interactive dashboards and data visualization tools to improve the quality and speed of decision making - without disrupting existing process flows
- Applying machine learning and trend analyses to transform pricing into a proactive (predictive) competitive vehicle
- Improving brand integrity by identifying out-of-compliance resellers
- Providing routine reports as well as ad-hoc and customized reporting through unrivaled customer support
- Understanding the true impact of promotional pricing and related cross-promotional offers, as well as external influences such as competitive activities, weather, price of oil, etc.
- Deploying mobile dashboards with real-time updates
- Maintaining flexibility to make system adjustments as the user base expands (data consumption will vary by user type and new needs will surface as adoption rates increase)
- Providing a hosted solution delivering constant feeds into BSAMs pricing system(s)

Atlas simplifies the development process by focusing on "The Four As"



AGGREGATION

Atlas Provides Fully Integrated Solutions that are Retailer, Supplier and Channel Agnostic



EXECUTIVE OVERVIEW: PRICING ANALYTICAL SOLUTION, cont.

AGGREGATION, cont.

Internet traffic, now passing 6.4 terabytes of data every minute,¹ poses new challenges for developers, data scientist and end users. Once collected, data harmonization, cleansing and validation routines must be applied and continuously monitored for accuracy. Integration with legacy systems requires another level of data validation to ensure accuracy.

Canopy Adds Millions of Bots to the Bridgestone Team

Atlas' Canopy system uses proprietary bot-technology for data tracking, collection and reporting. This technology deploys millions of task-specific bots to optimize the collection process across the web - including public-facing sites, gated-content and credentialed-access portals.

Millions and Millions of Bots Tracking Data

- AI-driven to "self-heal" and drive results
- Built to handle any eCommerce Retailer
- Come from multiple geo-locations and "home store" setting abilities

Collectively, Bridgestone Bots will be capturing eCommerce data (public facing and retailer portal data) that is analyzed by the Canopy system. Canopy will report on key performance metrics such as:

- 3rd-Party Resellers
- Pricing (MSRP / MAP)
- Product/SKU
- Zip Codes
- Regions
- Cart Size (number of products)
- Promotions
- Content Health
- Out of Stocks
- Share of Shelf
- Search Ranking Profiles
- Social Influence
- Product Affinities
- Reviews and Comments
- Content Health

¹ Live Internet Stats

ANALYTICS

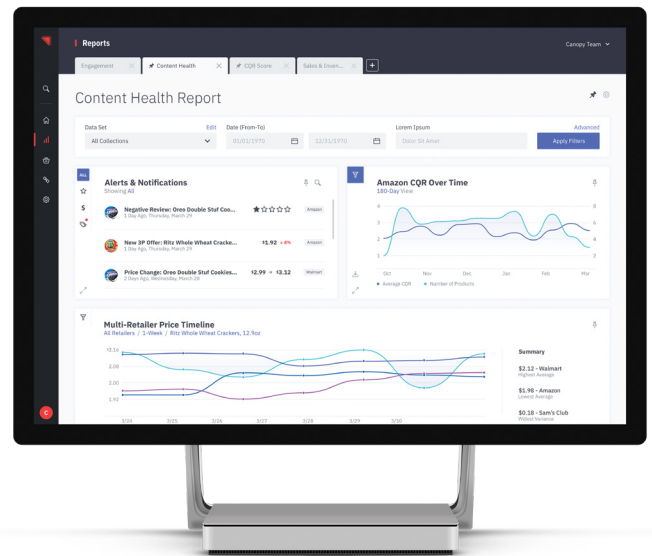
Once the requisite data has been collected, cleansed and validated it must be mined for threats, weakness, opportunities and trends. Atlas' advanced analytics processes include an assortment of existing routines, models and algorithms for analyzing massive data sets. Next the system prepares and formats the data for consumption as well as for uploading directly into BSAM's existing pricing system. Other legacy systems, such as inventory management, forecasting, and/or sales and operations planning (S&OP), may also benefit from pricing analytics output.

ACTIVATION

Data activation routines populate the interactive dashboards and core reports. Additionally, these routines load the appropriate data into third-party visualization tools such as Tableau, Qlik or Power BI. Activation may also populate pre-configured Excel spreadsheets.

Activation also initiates alerts, which are displayed in the dashboard and sent to select users via email or SMS.

Activation is how the data is consumed; therefore, reports, dashboards, exports, etc., are controlled through credentialed access, which are defined at the user or group level.

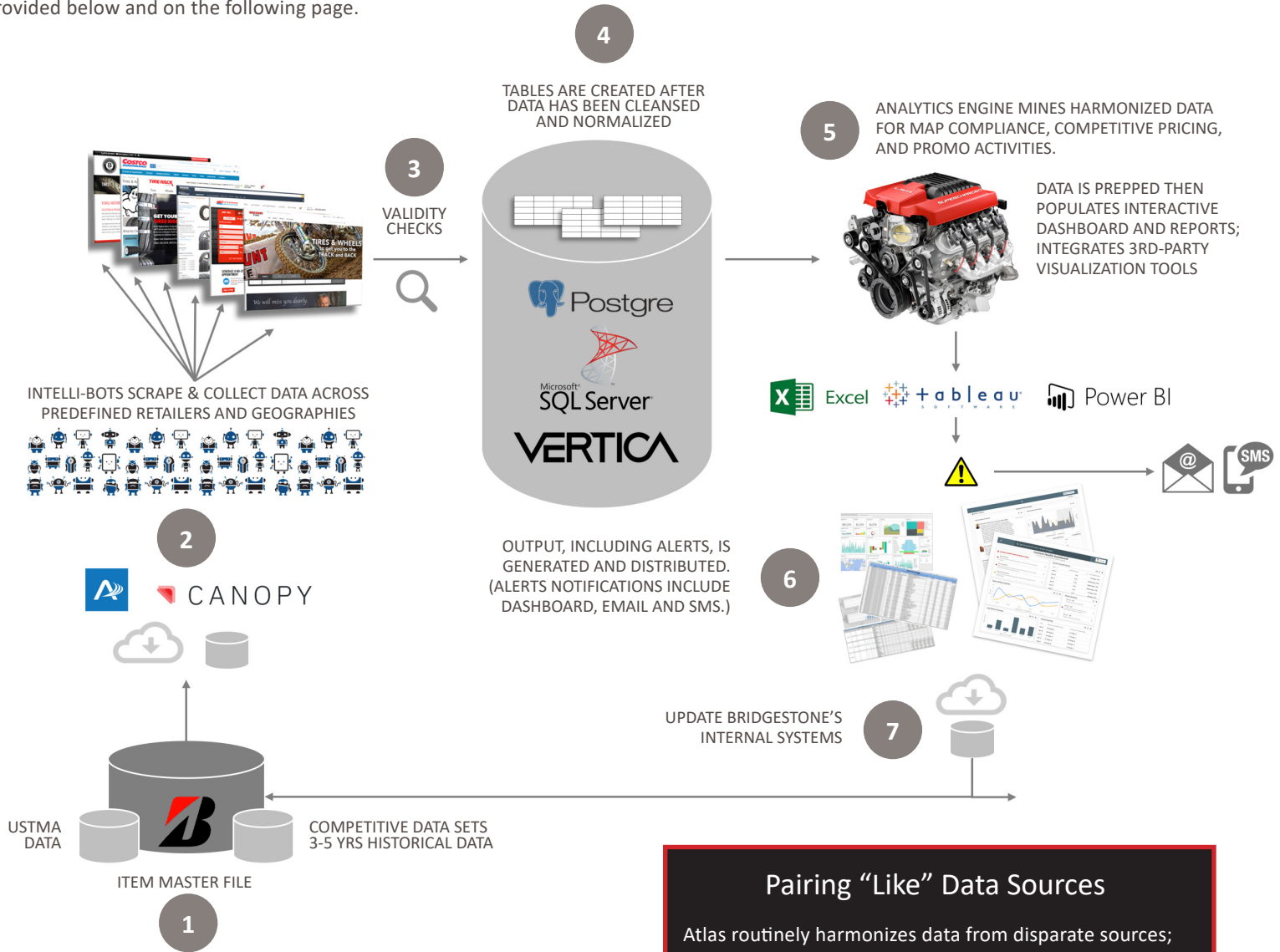


AUTOMATION

Software engineers account for nearly 80% of Team Atlas. Therefore automation is always top-of-mind. Functions such as ETL, cleansing and validation are automated to increase productivity and reduce errors. The unwritten rule is, "If a software engineer has to perform the same tasks three times, the fourth instance will be automated."

BUSINESS AND PROGRAM PLAN

The architectural diagram highlights the process flow for the pricing analytical system, as well as the core elements for data management, analytics and data consumption. Details for each corresponding element are also provided below and on the following page.



Pairing “Like” Data Sources

Atlas routinely harmonizes data from disparate sources; however, before confirming the availability of this function Atlas will need additional information regarding the data sets and related structures for each source file.

- 1** BSAM provides Atlas with all requisite data as defined in the list of sample attributes, including:
- | | | | | | |
|----------------|------------------------|----------------|-------------------------|--------------|-----------------|
| - Brand | - Product Name/Pattern | - Site Name | - Metric (LT/P/or none) | - Tire Size | - Section Width |
| - Aspect Ratio | - Rim Diameter | - Speed Rating | - Load Index | - Ply | - Sidewall |
| - Warranty | - Zip Code | - Description | - Price | - Sale Price | - UTQG |
| - Item Number | - Manufacturer Number | - Promo Text | | | |

BSAM will provide 3-5 year’s historical data if available. Data from the USTMA may also be included. Atlas’ Canopy system will receive all data sets and be responsible for data aggregation, cleansing, harmonization and conducting automated validity checks. *Note: Standard data validation techniques are not suitable for the level and rate of fluctuations occurring across the web.* Invalid records will reside in a separate database until the record’s issue(s) has been resolved or it will be forwarded to a DO NOT PROCESS/BLACKLIST repository.

BUSINESS AND PROGRAM PLAN, cont.

- 2 The Canopy system deploys its proprietary intelli-bot technology, for collecting data defined in the attribute table, for select resellers in predefined zip codes. Functionality will include the ability to add, delete and edit resellers monitored as well as the frequency for each scrape cycle.
- 3 The system will use benchmarks to identify data anomalies. If benchmarks do not exist, a variance threshold will be determined at the onset until viable benchmarks can be established. *Note: Standard data validation techniques are not suitable for the level and rate of fluctuations occurring across the web. Over time, patterns will become identifiable and validity checks will move beyond benchmarking and heuristics. Future releases will use machine learning to facilitate the entire process through intelligent identification and prescriptive resolution(s).*
- 4 Canopy will then create data tables in the desired database format, which typically include PostgreSQL, Microsoft SQL Server, or Vertica.
- 5 Atlas' analytics engine will data-mine the harmonized data to identify key attributes such as:
 - Price (BSAM and competitors)
 - MAP Compliance
 - Promotional Activities
 - Geographies
- 6 Canopy will then populate the data for consumption. Consumption vehicles include interactive dashboards (desktop and mobile), data visualization (in-system and third-party), standard reports, ad-hoc reports and customized reports. The system will generate "Auto-Alerts" if key metrics fall below predefined performance thresholds. Alerts are distributed through the interactive dashboard as well as externally via email and SMS. Alert distribution is defined by user-type and governed by each user's login credentials. Users with administrative rights can over-ride the Auto-Alert system for user-wide distribution.
- 7 Output from Canopy can be loaded into BSAM's internal systems via delimited files, API and/or FTP. Once uploaded into BSAM, data validation will be conducted by BSAMs internal system(s) and the cycle begins again.

Note: Validation routines are executed throughout the process; however, they are not reflected in the process-flow overview.

The screenshot displays the Bridgestone Pricing Analytical System interface. At the top, there are navigation tabs for Opportunities, Dashboard, Std Reports, and Custom Reports. The main header includes the Bridgestone logo and a 'PRICING ANALYTICAL SYSTEM' title with a reminder: 'Variable messaging area *** Reminder: National Promo Starts June 1, 2018 *** Variable messaging area'. Below this, there are filters for Accounts, Geographies, and date ranges (From: 05/01/2017, To: 05/01/2018), along with dropdowns for BSAM Products and Competitors, and an 'Update' button.

The dashboard is divided into several sections:

- MAP Compliance by Zip Code: Northeast:** A map showing compliance levels across the Northeast region. A legend on the left indicates levels: Sustained Non-Compliance (red), Temporary Non-Compliance (orange), Acceptable but Nearing Limits (yellow), and Acceptable (green).
- Competitive Promotions: Northeast:** A grid of promotional offers from competitors, including '100 MASTERCARD', '\$70 VISA', '\$80 FALKEN', '\$160 BACK', and 'FREE ALIGNMENT CHECK WITH THE PURCHASE'. A 'Backed by Goodyear' logo is also present.
- Trend Analysis:** A line chart showing price trends for various tire brands over a 12-month period (Jan to Dec). The chart is filtered by Brands (BS GY CP HK), Type (All Season), Size (275/55R20), Resellers (All), and Geographies (National). The y-axis represents price from \$125 to \$250. A 'Summary' box on the right shows the National Average: \$172, with individual brand prices: \$175, \$158, \$169, and \$189.

A hand is shown holding a tablet that displays a smaller version of the dashboard, illustrating the system's mobile accessibility.

ORGANIZATIONAL INTEGRATION: KEY PERSONNEL

The organizational structure below includes the team leads responsible for every area of the Pricing Analytical System. This approach facilitates communication, maximizes resources, contains costs and holds each team leader accountable for their respective areas. This structure will change slightly once BSAM has been fully on-boarded. Once live, Sean Cline will serve as BSAM's Account Manager and Matt Lowrie (Project Manager) will be called upon to manage system enhancements and new solution sets, if applicable. The Systems Analyst, on-site at BSAM, may become a permanent position if BSAM opts for an expanded solution road map. This may include demand signaling, forecasting, S&OP, as well as predictive and prescriptive analytics. All other personnel reside on-site at Atlas' offices in Northwest Arkansas.

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.