



Retailer Data Management Program

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ATLAS at a Glance

- 80 Member Team On-Site
- Custom Software Engineering
- Enterprise Solution
- All Channels, 15 Countries, 38 Retailers
- 145+ Customers
- 1500+ Databases

Key Differentiators

- We own the code
- No outsourcing, offshoring or subcontractors
- Diverse developmental team that blends technology with domain expertise (the art and science of retail analytics)
- Service and support that is truly “industry-leading”

Value Proposition

Developing, implementing, and maintaining retail technologies to **increase sell-through** and **contain costs**.

Existing product and solution innovation is driven by Atlas' four “As:”



Aggregation



Analytics



Activation



Automation



Reporting Studio

- Customized reporting and an existing library of more than 6,000 reports
- Full Ad-Hoc capabilities
- Automated POS downloads and validity checks
- User-defined, threshold-based alerts

Immediate Time-to-Value

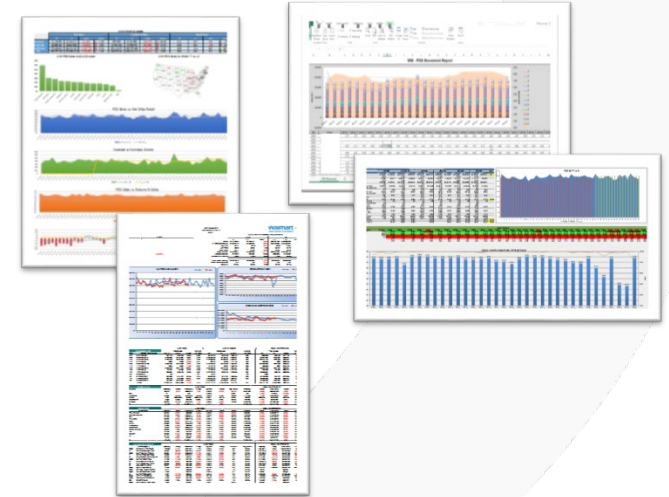
- Established, robust platform
- Intuitive interface
- Powerful “Out of the Box” solutions
- Best customer service
- Automated ETL and validation processes
- Flexible deployment models



Reporting Studio

Built-In Reporting | Complete Suite of Reports Available Immediately | Reports can be Grouped & Sliced Thousands of Ways

- Sales
- Replenishment
- Retail
- Exception
- Category Management
- Advisor / Buyer



Intuitive User Interface

6 Week Baseline Report

[Run Report](#) [Save Report Favorite](#) [Create Schedule](#) [View on Intranet](#)

Instructions

Filters [Clear All](#)

Time

WM Week
Current Week (201621)

Report Options

Detail 1: UPC
Detail 2: Item Desc 1
Detail 3: Acct Dept Nbr

Items [+ Add Filter](#)
No Filters Applied

Stores [+ Add Filter](#)
No Filters Applied

[Run Report](#)

Add Stores Filter

[Attributes](#) [SOTC](#) [Groups](#)

Search

- Accounting Comp Flag
- Assembly Warehouse
- Building Address
- Building City
- Building Postal Code
- Building State/Prov
- Circular Warehouse
- Comp
- Country
- Distribution Warehouse
- District
- Dry Grocery DC

[Cancel](#) [Done](#)

Name*
Segment Dashboard

Folder Name
[Empty]

Run Options
 Enable This Schedule
 Wait for Daily Data to Load Before Sending

Recurrence*
 Once
 Daily
Weekly
 Monthly

Start On*
10/17/2017

End On
Never ends

Send On*
 Sunday
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday

Recurrence*
Send Every 1 Week(s)

Email Settings

Sender*
NoReply@atlasdsr.com

Recipient List*
pat.lockridge@atlasdsr.com

CC
[Empty]

BCC
[Empty]

Subject*
Segment Dashboard

ZIP Attachments

Body
[Empty]

Atlas Reports

AdHoc/Report Favorite/Report Excel Access PDF

Segment Dashboard [Icons]

[+ Add Report](#)

Cancel [Save Schedule](#)

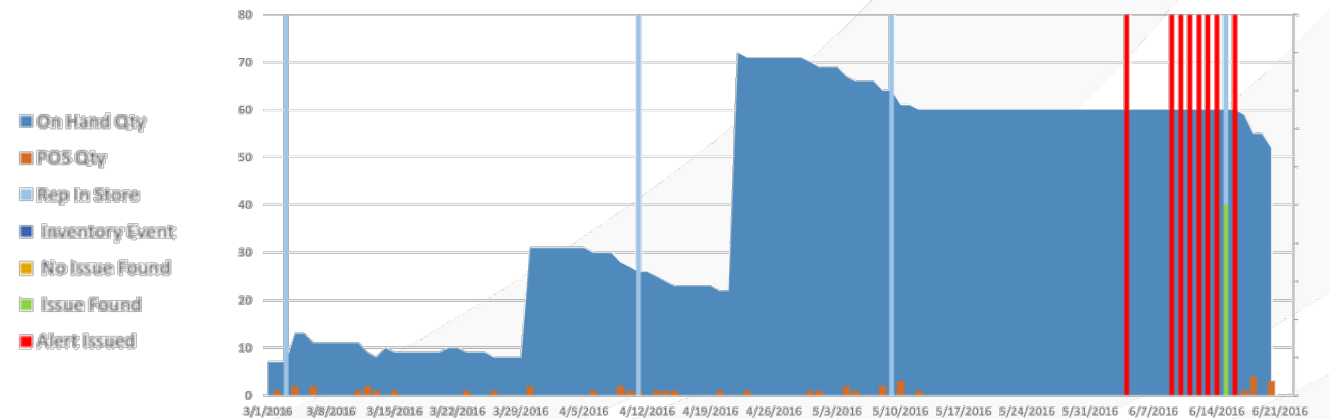


Email Schedules

- Automatically in Your Inbox Every Day
- Scorecard Automation
- Content “Smart” Emails
 - i.e. “Your sales are up +8% TY vs. LY”
- Conditional Emails
 - Only send when there is an exception

Alerts

1. Every item is analyzed on a per store / day / time frame
2. Compared against the item's historical performance and sister stores expected velocity
3. Consideration taken for other factors such as
 - historical field responses
 - Inventory data available
4. Probability determined of the item having a true issue preventing sales
5. Available tasks further filtered to meet specific client criteria such as:
 - Only specific stores alerted
 - Only specific items alerted
 - Store level maximum number of tasks



On-Boarding

Please note this sample on-boarding schedule does not factor in that we have existing Unilever data feeds and reports in place.



Unilever

ID	Task Mode	Task Name	Duration	Start	Finish	Resource Names	Notes
1		Client - ATLAS Onboarding	84 days	Tue 8/1/17	Fri 11/24/17		
2		Data Loading	39 days	Tue 8/1/17	Fri 9/22/17		
3		Provide Retail Link Credentials	1 day	Tue 8/1/17	Tue 8/1/17	Client	
4		Provide RL Scorecard for each Database	1 day	Tue 8/1/17	Tue 8/1/17	Client	
5		Data Loading - Sales WM	10 days	Wed 8/2/17	Tue 8/15/17	ATLAS	
6		Data Loading - Category WM	30 days	Wed 8/2/17	Tue 9/12/17	ATLAS	
7		Data Loading - Sales Sam's	10 days	Wed 8/16/17	Tue 8/29/17	ATLAS	
8		Data Loading - Category Sam's	15 days	Wed 8/30/17	Tue 9/19/17	ATLAS	
9		Data Validation	28 days	Wed 8/16/17	Fri 9/22/17	Client	
10		Custom Attribution	5 days	Mon 9/25/17	Fri 9/29/17		
11		Define Custom Item/Store Attributes	2 days	Mon 9/25/17	Tue 9/26/17	Client	
12		Build Custom Item/Store Attributes	2 days	Wed 9/27/17	Thu 9/28/17	ATLAS	
13		Complete Attribution For Items/Stores	1 day	Fri 9/29/17	Fri 9/29/17	Client	
14		User Training	10 days	Mon 9/25/17	Fri 10/13/17		
15		WM/Sam's Sales Team Training - Level 1	5 days	Mon 9/25/17	Fri 10/13/17	ATLAS,Client	
16		WM/Sam's Category Team Training - Level 1	5 days	Mon 10/2/17	Fri 10/13/17	ATLAS,Client	
17		WM/Sam's Sales Team Training - Level 2	5 days	Mon 10/2/17	Fri 10/13/17	ATLAS,Client	
18		WM/Sam's Category Team Training - Level 2	5 days	Mon 10/9/17	Fri 10/13/17	ATLAS,Client	
19		Report Development	33 days	Mon 8/14/17	Fri 11/10/17		
20		Review Stock Reporting Content	5 days	Mon 8/14/17	Fri 8/18/17	ATLAS,Client	
21		Submit Reports for Development	5 days	Mon 8/14/17	Fri 8/18/17	Client	
22		Build Custom Reports	50 days	Tue 8/22/17	Mon 10/30/17		
23		Build Reports 1,2	10 days	Tue 8/22/17	Mon 9/4/17	ATLAS	
24		Build Reports 3,4	10 days	Tue 9/5/17	Mon 9/18/17	ATLAS	
25		Build Reports 5,6	10 days	Tue 9/19/17	Mon 10/2/17	ATLAS	
26		Build Reports 7,8	10 days	Tue 10/3/17	Mon 10/16/17	ATLAS	
27		Build Reports 9,10	10 days	Tue 10/17/17	Mon 10/30/17	ATLAS	
28		Report UAT	48 days	Tue 9/5/17	Thu 11/9/17	Client	
29		Report Development Signoff	1 day	Fri 11/10/17	Fri 11/10/17	Client	
30		Additional Onboarding Tasks	40 days	Mon 10/2/17	Fri 11/24/17		
31		Tableau	16 days	Mon 10/2/17	Mon 10/23/17		
32		Environment Setup	15 days	Mon 10/2/17	Fri 10/20/17	ATLAS	
33		User Creation	1 day	Mon 10/23/17	Mon 10/23/17	ATLAS	
34		Publish Data Sources	1 day	Mon 10/23/17	Mon 10/23/17	ATLAS	
35		Historical Data Loading	22 days	Thu 10/26/17	Fri 11/24/17		
36		Create Data Export Specification	2 days	Thu 10/26/17	Fri 10/27/17	ATLAS	
37		Export Data	5 days	Mon 10/30/17	Fri 11/3/17	Client	

SAMPLE ONLY

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.