Overview

Accountability for marketing ROI investments is increasing every year. In addition, the marketing environment is shifting with declines in TV audience size, expansion of online and social media, and increases in retailer concentration and power.

Traditional mix analyses can provide an accurate measure of these important ROI investments, but often arrive too late to matter or only impact the business during an annual one-hour management presentation. It is more important than ever to exploit these ROI metrics in day-to-day business management.

Furthermore, CPG companies need a way to correctly scope spending initiatives, gain the support of key stakeholders, and accurately apply their business findings. They need one platform where they can analyze, plan, track, and adjust their spending dollar allocation throughout the year.

Enter SymphonyIRI

The ideal solution to this problem is Brand Advantage™, which provides predictive results at your fingertips through a series of well organized online dashboards, reports, and simulated plans that closely align to marketing’s need to manage the full profit and loss statement and review and deploy calendarized plans in an easy to manage way.

Several applications in this easy-to-use web-based tool will help you plan and evaluate alternative promotion scenarios and review the success of past events.

Functionality Overview

Marketing Evaluation
• Due-tos, waterfalls, best practice analysis and reporting

Simulation and What-if Planning
• Rich combination of brand marketing simulation capabilities

Optimization
• Forward looking media optimization and planning tools

Calendar Guided User Interface
• National and regional planning guided user interfaces for campaign optimization

Benefits
• Increase the efficiency and effectiveness of marketing investments
• Drive the adoption and usage of marketing mix metrics to support planning and budgeting decisions throughout the year
• Enable ongoing identification of issues and opportunities to guide rapid course-correction
• Establish cross-functional buy-in and collaboration through the use of common metrics and a common tool
About SymphonyIRI Group
SymphonyIRI group, formerly named Information Resources, Inc. ("IRI"), is the global leader in innovative solutions and services for driving revenue and profit growth in cpg, retail and healthcare companies. SymphonyIRI offers two families of solutions: core IRI solutions for market measurement and symphony advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit www.SymphonyIRI.com.

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Overview
One thing you can count on in business is change. How you prepare for and react to that change can be in your control. With rapid changes in buyer confidence, commodity pricing, and expanding channel selections, you need a constant to help you manage all of the moving parts.

You need one tool that can take your organization from initial price change scenarios, to optimization scenarios, to full executive dashboards for evaluation. You need one source to keep everyone on the same page from start to finish.

Enter SymphonyIRI
SymphonyIRI Price Advantage™ empowers you to improve pricing strategies by providing predictive results through a series of web-based dashboards, reports, and simulated plans.

Several applications in this easy-to-use, web-based tool enable you to plan, optimize, and evaluate alternative price scenarios, analyze price points and thresholds, and review the success of past events.

With brand-specific data and model results, you can predict how new strategies and competitive actions would impact your brand performance. Once implemented, users can evaluate results versus initial plans to measure the success of price changes and make sure your strategies stay on track.

Insights to Action
Improve Investment Effectiveness
• Optimize investment allocation across portfolio, brands, price and promoted groups, and accounts.
• Develop, implement and manage transformational ROI solutions

Improve Execution and Compliance
• Develop scorecards that provide actionable insights at the execution level.
• Ingrain performance metrics into compensation plans.

Drive Efficiencies
• Reduce time and cost of sourcing data and models.
• Embed insights into daily routines.
• Reduce manual processes and redundancies.
• Gain monthly data updates upon each database refresh.
• Link to website to alleviate system burden.

Improve Productivity
• Integrated, automated insights
• User-specific and user-friendly analysis
• Continuous, repeatable usability
Business Insights Dashboards Benefits

- Intuitive step-by-step workflow
- Web-based tool for flexible access
- Enhanced graphics and charting for clear evaluation
- ‘Full-circle’ price management solution

 SymphonyIRI Price Advantage™ Benefits

- Leverages SymphonyIRI store-level regression models and regular baseline data updates to provide timely and relevant information
- Produces ROI comparison across scenarios
- Provides insights across the portfolio and category through cross-elasticity models
- Analyzes price point and price gap
- Allows you to create your own optimizations based on maximizing revenue or profit

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Overview

One thing you can count on in business is change. How you prepare for and react to that change can be in your control. With rapid changes in buyer confidence, commodity pricing and expanding channel selections, there needs to be a constant to help you manage all of the moving parts.

In recent years, trade promotion software tools have focused on the tracking of trade funds but have done little to enhance planning and forecasting efforts for manufacturers and retailers.

You need one tool that can take your organization from initial trade planning to full executive dashboards for evaluation. You need one source to keep everyone on the same page from start to finish.

Enter SymphonyIRI

SymphonyIRI Trade Advantage™ allows you to improve promotion strategies by providing predictive results through a series of web-based dashboards, reports, and simulated plans.

Several applications in this easy-to-use web-based tool will help you plan and evaluate alternative promotion scenarios and review the success of past events.

With brand-specific data and model results, you can predict how new strategies and competitive actions would impact your brand performance. Once implemented, users can evaluate post-promotion results versus initial plans to measure the success of events and to make sure strategy stays on track.

Insights to Action

Improve Investment Effectiveness

• Optimize investment allocation across portfolio, brands, price and promoted groups, and accounts.
• Develop, implement and manage transformational ROI solutions.

Improve Execution and Compliance

• Develop forecasts that provide actionable insights at the execution level.
• Ingrain performance metrics into compensation plans.
• Create forecasts based on predictive consumption.

Drive Efficiencies

• Reduce time and cost of sourcing data and models.
• Embed insights into daily routines.
• Reduce manual processes and redundancies.
• Gain monthly data updates upon each database refresh.
• Link to website to alleviate system burden.

Improve Productivity

• Integrated, automated insights
• User-specific and -friendly analysis
• Continuous, repeatable usability
Business Insights Dashboards Benefits

- Intuitive step-by-step work flow
- Web-based tool for flexible access
- Enhanced graphics and charting for clear evaluation
- ‘Full-circle’ promotion management solution

SymphonyIRI Trade Advantage™ Benefits

- Use historical data summaries and lift tables to create and save event planning calendars to your own promotion event library.
- Conduct post promotional analysis based on client specific business issues.
- Assess past trade activity with weekly breakouts of volume history down to the account level.

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