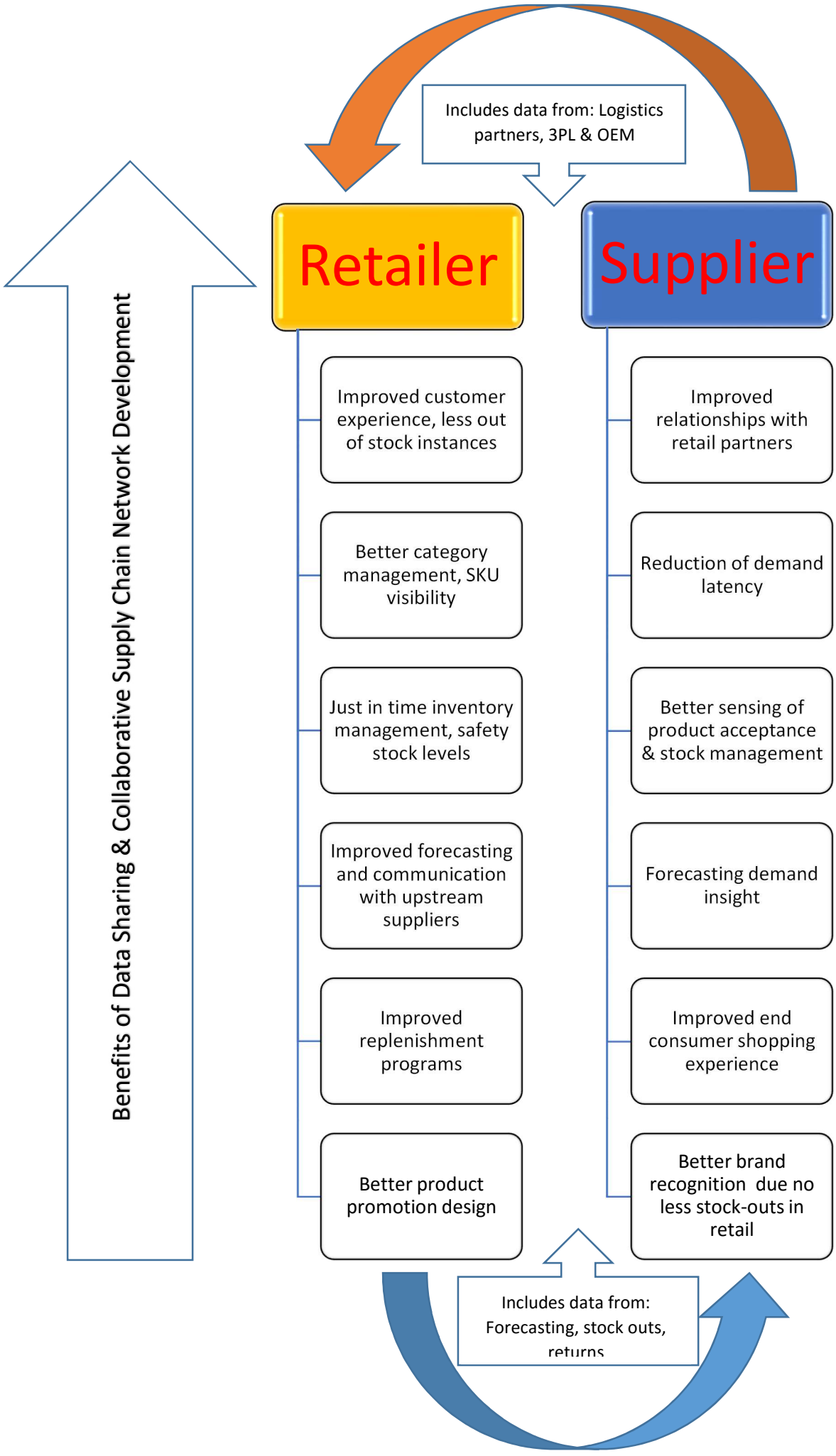

Includes data from: Logistics partners, 3PL & OEM
Retailer
Supplier
Benefits of Data Sharing & Collaborative Supply Chain Network Development
Improved customer experience, less out of stock instances
Better category management, SKU visibility
Just in time inventory management, safety stock levels
Improved forecasting and communication with upstream suppliers
Improved replenishment programs
Better product promotion design
Improved relationships with retail partners
Reduction of demand latency
Better sensing of product acceptance & stock management
Forecasting demand insight
Improved end consumer shopping experience
Better brand recognition due no less stock-outs in retail
Includes data from: Forecasting, stock outs, returns