



## EMERGING COMPANIES AND BRANDS



### SCALING YOUR BUSINESS ISN'T A MERE OPTION. IT'S A STRATEGIC IMPERATIVE.

To survive and thrive, new companies, emerging brands, and challenger brands—whether selling through physical stores or online—must quickly prove their unique value, expand distribution, and capture market share. Without reliable data to understand consumer needs and behavior, these brands may struggle to make the strategic decisions necessary to evolve and compete successfully against larger, more established CPG companies.

Retail Velocity supports brands with limited resources and budgets by automating the collection,

cleansing, and harmonization of daily retail data at the item-store level. This automation enables companies to easily access and leverage accurate retail point-of-sale (POS) and inventory data across all their retail partners and SKUs.

Armed with timely, granular data—and complete visibility into product, promotion, and retailer performance—brands can concentrate on generating valuable insights to identify growth opportunities, mitigate inventory risks, and increase sales and profitability.

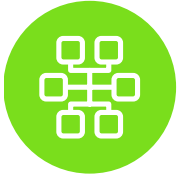
## WORK SMARTER, NOT HARDER WITH VELOCITY® ESSENTIAL



VELOCITY® Essential is a scalable, cloud-based retail data platform that offers a pre-configured solution that addresses the challenges of data ingestion, harmonization, reporting, and maintenance for smaller companies and emerging brands.

The strength of VELOCITY® lies in its capability to seamlessly and cost-effectively integrate unlimited sell-through and inventory data from any retail data source or third-party provider. It provides companies with a comprehensive, near real-time view of all retail POS and inventory activities, enabling them to manage supply and demand more effectively across retailers and channels.

# KEY FEATURES AND COMPONENTS



625+ Available N.A. and International Retail Data Adaptors



Industry-leading Automated Retailer Portal Downloaders



Unlimited Item- and Store-level Retailer Attributes & Measures



Standard Set of Pre-configured Reports and Interactive Dashboards



Intuitive, User-friendly Browser-based VELOCITY® Web Apps

# RETAIL DATA SOURCES

VELOCITY® Essential integrates data from hundreds of retailers, e-commerce platforms, distributors, internal/ERP systems, and incorporates additional third-party data such as syndicated data, demographics, weather, and social media.

## RETAIL & E-COMMERCE



+ HUNDREDS MORE

## ERP



+ MORE

## THIRD PARTIES



+ MORE

# TIP THE SCALES IN YOUR FAVOR

To successfully scale your business, it's crucial to have a solid foundation. VELOCITY® Essential provides you with precise POS and inventory data, allowing you to make informed, impactful decisions. This capability helps you build and strengthen relationships with retailers and distributors, expand your market presence, and increase revenue while minimizing costs, ultimately improving your bottom line.

- Increase Physical and Digital Shelf Space
- Grow Distribution with New Retailers
- Penetrate New Markets
- Gain Market Share
- Reduce Out-of-stocks
- Optimize Replenishment
- Ensure On-shelf Availability
- Drive Product Innovation and Adoption
- Optimize New Product Launches
- Identify and Respond to Changing Consumer Demand

## ARE YOU READY TO WIN THE MARKET?

Whether you're a new or smaller company aiming to disrupt a category and capture market share from larger, well-known brands, or an established company seeking to introduce a product into a competitive market, you need the ability to:


- Gain a thorough understanding of the market
- Build strong, collaborative retailer and distributor relationships
- Quickly identify trends, sales opportunities, and inventory allocation issues
- Keep shelves consistently stocked
- Respond appropriately to shifts in consumer demand and market conditions
- Effectively plan, execute, track, and analyze all marketing and promotional activities

To make the best decisions to grow your business, you need the best data. With industry-leading technology, Retail Velocity helps you get the maximum value from your data and gain the business intelligence and agility needed to not only compete in a competitive retail landscape but also win.

## GET STARTED TODAY

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