



# Cosmic Solutions Ltd

## Information Pack



**Cosmic Solutions is the leading supplier of category management and profitability planning solutions to the FMCG sector.**

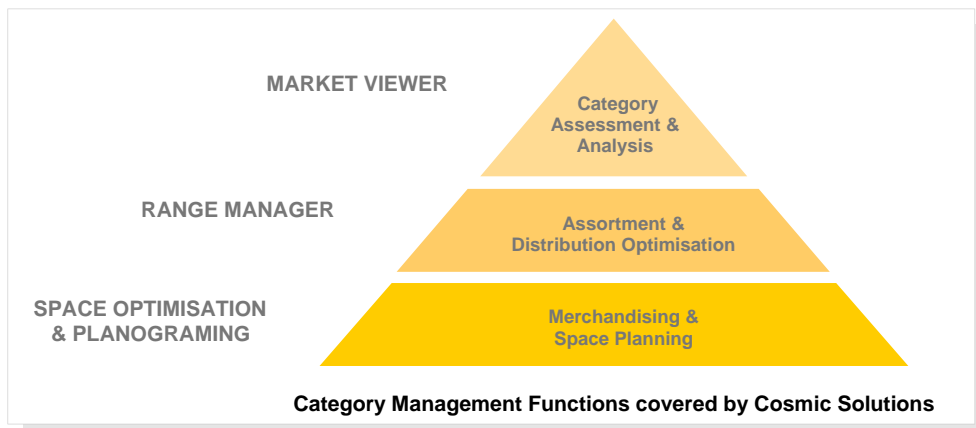
Over the past 15 years we have worked with the largest manufacturers and helped them to increase the performance of their products and accounts. We offer a fully integrated range of category management solutions that are based on our extensive knowledge of the industry and our powerful software.

Our category management applications focus on optimising the product range to maximise the returns from the category. We offer a complete solution to Range Planning and provide modules to extend the analysis to incorporate space and distribution considerations.

Our applications are designed to fit around all types of business processes and offer the highest degree of flexibility available. Rapid development ensures that the expected benefits are realised within short timescales thus providing the highest return on investment.

### Category Management Applications

<b>Range Optimisation</b>	> Analyse the range for a retailer and identify under performing skus. Then identify the best selling lines in the market that can be added to the range. Finally, analyse the range and ensure that it meets the needs of the consumer.
<b>Distribution &amp; Rate of Sale Analysis</b>	> Balance the distribution on a line by line basis with rate of sale levels to maximise sales for the category & retailer. Calculate the impact of changing distribution and include the results in your account presentations.
<b>Market &amp; Account Analysis</b>	> Market data can quickly and easily be loaded and then analysed using pre-defined tables and graphs. Different views have been created for a variety of target audiences including category, account and brand managers.
<b>Margin Analysis</b>	> This allows any changes in the product range to be measured in terms of the impact on retailer margin (% and cash). The Margin Analysis can be conducted at any level of product from SKU to total category providing valuable insights into how range changes impact on retailer profitability.
<b>Space Allocation/ Space Planning</b>	> The Space Planning module allows the user to seamlessly create graphical representations of the shelf fixture. The category manager will have a complete toolset for category assessment, range assortment, distribution management & planogram production.



### Some clients we work with...



[www.Cosmic-Solutions.com](http://www.Cosmic-Solutions.com)



6 Hill Court Swingbridge Road Grantham Lincolnshire NG31 7XY United Kingdom  
Tel: +44 (0) 1476 570 500 Fax: +44 (0) 1476 568 500 Email: info@cosmic-solutions.com

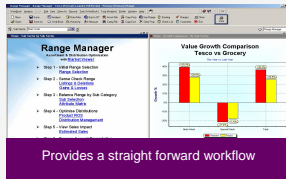


# Summary of business applications...



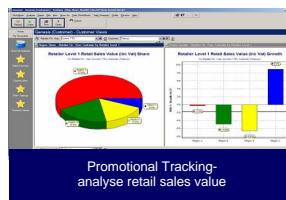
## Summary of category management applications we offer...

### Range Manager



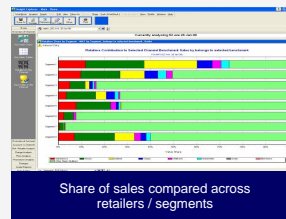
> CS Range Manager enables the category manager to consolidate the key data sources required to conduct category exercises and walk through the analysis, range optimisation, space allocation and plan design. Unique analytical views provide valuable insight into product / segmentation performance and ensure that an optimised and balanced range that meets the requirements of the consumer is quickly produced.

### Store Explorer



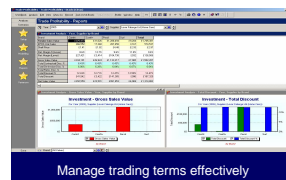
> Store Explorer helps identify best performing stores and lets you take a holistic view of the store to identify opportunities. The system allows manufacturers' field and accounts' team to view and analyse volume, RSVs and other store level metrics. With this tool the sales team can analyse individual store performance and build specific store presentations for their customers.

### Insight Explorer



> Insight Explorer enables the category manager to benchmark the market, retailer and category and then drill down and discover the contributing factors of range, price and promotion. Market & account data can quickly and easily be loaded and then analysed using a wide selection of pre-defined tables and graphs. Extensive views have been created for a variety of target audiences including category, account and brand managers.

### Account Planning



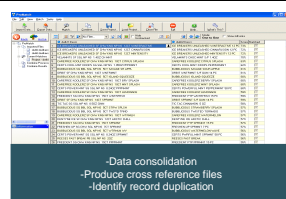
> The Account Planning application enables our clients to model the effects when changing the forecast for individual accounts in terms of case sales, value sales and profitability – both to the company and to the retailer. Our solution also provides a mechanism for account managers to evaluate the impact of promotional activity and resultant impact on sales, costs and profit.

### Promo-Evaluation



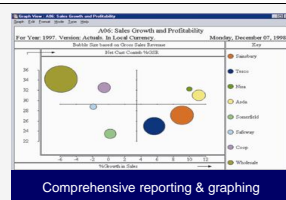
> Suppliers seek to optimise their promotional sales uplift and profit through planning and measurement of individual promotions, and also through the analysis of trends over multiple promotions, by account, channel, mechanic, brand, category, display feature and depth of offer. The promotional evaluation tool can be used to interrogate EPOS data and model promotional activity. Data can be imported from Market Data Sources and Account Specific Sales Systems. Customisable views allow the user to evaluate all aspects of the promotion mechanic.

### ProMatch



> Consolidation of data is typically achieved manually and becomes a major headache for organisations wanting to obtain maximum value from the information available. Data matching software can help reduce the amount of time spent preparing the data but our approach is different. We combine the strength of the user with powerful matching algorithms to provide a fast and efficient process.

### ProAct



> ProAct offers unrivalled flexibility and modelling functions which combine to provide all the tools required to understand the profitability of your business. Reports and Graphs allow you to view the data from numerous perspectives ensuring that a complete analysis can be performed. It is rapid to implement and can be used by IT professionals and business managers alike.



# What you could do with an extra 142 hours?



## CS RANGE MANAGER

### Category Management

Our leading category management software, **CS Range Manager**, focuses on optimising the product range to maximise the returns from the category. We offer a complete solution to Range Planning and provide integrated modules that extend the analysis to incorporate space and distribution considerations.

The software also includes a fully integrated planogramming module enabling shelf plans to be generated directly from our software. The category manager now has a complete toolset for category assessment, range assortment, distribution management and planogram production.



### CS Range Manager Key Features & Benefits

#### Features

#### Benefits

Workbook approach	Easy to use and promotes a consistent approach which reduces training and support costs.
Pre-defined Analyses	The moment the application is implemented it will start delivering benefit to your organisation
Changes are actioned immediately	The time required to conduct in-depth reviews are reduced by 80% giving you more time to focus on changing and implementing your strategy.
Ability to modify/create and save custom views	Every user has a specific type of analysis that they want to include in their analysis. CS Range Manager makes this possible.
Flexible file interfacing	Data can be consolidated from a wide variety of data sources including Excel, Access, SAP, Oracle, CSV etc.
Data cross referencing tables	Enables data to be consolidated from EPOS, Panel and Account data.
Presentation views	Once you have completed your analysis, you can switch views and present the results to the target audience without having to use other software.
Setup custom hierarchies	The user can create additional consumer and retailer specific hierarchies. These can be setup and used in future analysis.
NPD Analysis	Analyse the effect that a new product introduction may have.

#### > Data Consolidation

One of the main challenges in Category Management projects is being able to quickly link information from the different data sources both EPOS and Consumer Panel based. Using **ProAct**, our clients have been able to address this issue and fully exploit the investment they have made in purchasing external data.

#### > Data Matching

Not all data providers use the same code structures and descriptions. As a result, organisations use valuable resources consolidating the data manually before it can be used effectively.

**CS ProMatch** provides the answer by automating the matching process using best-fit matching techniques on descriptions and other available fields. Interactive views enable the user to resolve any mismatches quickly.

**CS ProMatch** reduces the time taken to match files, typically by 95% and it has been emphasised that, "**CS ProMatch** has made the impossible, possible."



# Turning data into powerful insight



## CS INSIGHT EXPLORER

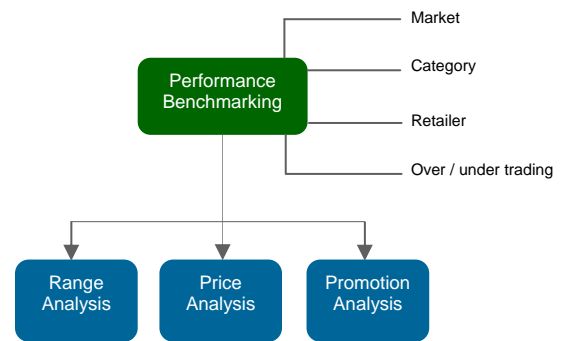
### Maximise your return on investment

Cosmic Solutions' Insight Explorer is your route to powerful, efficient and effective category assessment.

Creating insight from the abundance of data can demand a high level of resource, often for little reward. Insight Explorer is a comprehensive toolkit that makes your daily category analyses straightforward and systematic. The tool has an intuitive workflow that guides you through a simple but powerful approach to market and account reviews.

The full suite of charts and reports in Insight Explorer will help you address critical business issues. With this portable system, you can easily generate key analyses at the touch of a button and drill down to essential findings.

### Category Assessment



### CS Insight Explorer Key Features & Benefits

#### Application Areas

- > Market analysis
- > Retailer analysis
- > Benchmarking
- > Pricing analysis
- > Range analysis
- > Promotions analysis

#### Features

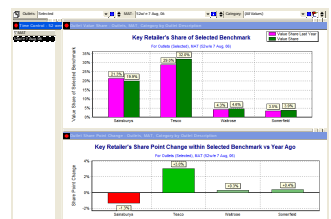
- > Under and over trading charts
- > Track performance over time
- > Share tracking
- > Sales tracking
- > Growth analyses
- > Seasonality trends
- > Breadth of range analyses
- > Depth of range analyses
- > Price and distribution band analyses
- > Item on item price matching
- > Promotional efficiency
- > Promotional reliance
- > Competitiveness
- > Key changes in the latest period, and over the year
- > Available as a managed service

#### Benefits

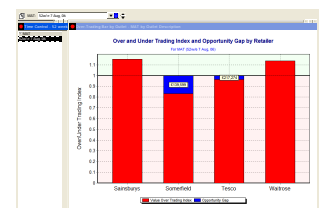
- > Structured process for logical and robust analyses
- > Instils rigor and structure into the category management process
- > Minimises data processing resource requirements
- > Analyses are generated instantly saving time
- > Reveals the hidden opportunities
- > Increases level of category understanding
- > Leads to increased effectiveness of category initiatives

### Category Assessment

Insight Explorer enables the category manager to benchmark the market, retailer and category and then drill down and discover the contributing factors of range, price and promotion.



Check which retailers are the biggest players and how they have changed



Retailer under and over trading analysis

### Why implement Insight Explorer?

Insight Explorer provides you with the competitive edge when analysing category performance. Within a few minutes the category manager is able to assess the overall performance of the category and then drill through the levels of segmentation to SKU pinpointing areas of particular strength or weakness. The comprehensive set of analyses ensure that you have complete understanding of the category, thus ensuring that the correct decisions are made. Suppliers invest millions in continuous data sources (retail audit etc), now with Insight Explorer you can improve the return on your investment.

[www.Cosmic-Solutions.com](http://www.Cosmic-Solutions.com)



6 Hill Court Swingbridge Road Grantham Lincolnshire NG31 7XY United Kingdom  
Tel: +44 (0) 1476 570 500 Fax: +44 (0) 1476 568 500 Email: info@cosmic-solutions.com