



An **Aldata** Company

A dark blue background featuring a faint world map. A white target symbol with a crosshair is overlaid on the map, centered over the Atlantic Ocean. The text "Maximise impact at the Point of Purchase" is written in white, bold, sans-serif font across the right side of the map.

Maximise impact at the
Point of Purchase

CS Store Explorer



Fix Listing Gaps, Fix Out of Stocks
and Sell Up to 20% More!

Take a holistic view of the store, identify opportunities, and target the field force with Store Explorer. This intelligent system allows tracking, evaluation and highlighting of all store level KPI's, such as sales performance, listings, cost of stock, and store stock levels. Store Explorer allows rapid analysis and highlights key opportunities allowing targeted activities to maximise their benefits...

www.aldata-solution.com

www.cosmic-solutions.com

CS Store Explorer

Leverage your Sales by Store...

Cosmic Solutions' 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.

Leading to Smarter Working

The tool has pre-prepared analyses and templates which allows the user to focus on specific areas of analysis that are designed to highlight opportunity gaps. Store Explorer includes hierarchical levels which allow data to be viewed and analysed at multiple levels. Preset "presentation views" are included which simplify and structure internal and customer presentations. The focus of the presentations can easily be tailored to suit different audiences whether they are the retail buyer, regional controllers or specific store managers.

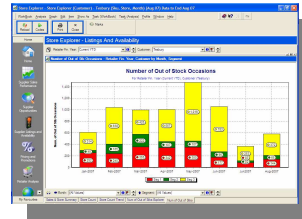
Combine Data from different sources

Store Explorer enables data from a variety of sources to be consolidated thereby increasing the level of analysis that can be performed while reducing the resource overheads required. By integrating internal sales and in-store call information with EPOS data, Store Explorer highlights which products or categories give the retailer/manufacturer the most return on investment. Strategies and action plans can then be developed which are based on a complete information set.

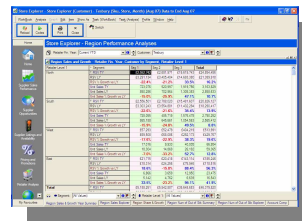
Why implement Store Explorer?

In addition to store performances and sales analysis, the system also allows analyses to be conducted at a detailed level; for example reports can be configured to assess in-store activity, merchandising tests and tracking of NPD. As Store Explorer can run analyses at multiple levels of detail, the impact of these activities can be assessed at SKU, brand & category level. Store Explorer is also effective in comparing listings availability & promotional compliance across stores ensuring that product performance is optimised.

At a higher level, field managers can assess field team performance. NAM's can identify opportunities across the estate. All levels of both the manufacturer and retailer can work together in maximising opportunities highlighted by Store Explorer.



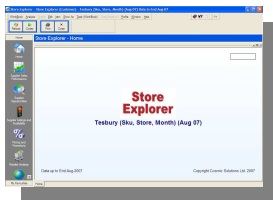
Check listings & availabilities



Region performance analyses

Application Areas

- > Measurement of KPIs to store and product level
- > Overview and detailed analyses
- > Tracking of NPD
- > Preset presentations—internally and to customer
- > Opportunity gap analyses—highlighting sales, listings, out of stock and promo opportunities
- > Targeted promo activities at store level



Features

- > Simple, easy to use analysis tools designed for all types of users
- > Template based analyses allowing rapid evaluation of performance and opportunities
- > User is able to create and save own analyses for specific additional requirements
- > Drill down functionality to focus on specific areas of interest
- > Create "Favourite" analyses tailored to specific requirements

Benefits

- > Effective targeting of your field force
- > Helps you evaluate the level of the opportunity at store level
- > Focuses on ensuring optimum implementation at store level
- > Identify stores with promotional non-compliance
- > User able to prepare professional, advanced analytical presentations in minutes
- > Allows user to analyse data by store x customer x time
- > Allows user to enhance their category captaincy position with key accounts



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