



CASE STUDY 1

A Leading UK Multi-Category Supplier

OBJECTIVE

Measure and improve the Return on Investment (ROI) from field sales operating in UK's top four Grocery Multiples.

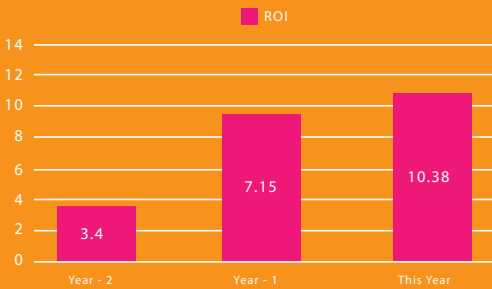
RESULTS

- £3.40 ROI in Retail Sales Value for every £1 invested in the year prior to implementation (Year-2).
- Transformational ROI improvement (+110%).
- A 45% increase in ROI resulted this year through adjustments to the promotional plan and interventions.

SOLUTION

Implementation of Field View application leveraging store by store Electronic Point of Sale (EPOS) data.

UK - Top 4 Multiple Grocers ROI



CASE STUDY 2

A Leading Branded Food Supplier

OBJECTIVE

Increase effectiveness of field sales calls in retail stores.

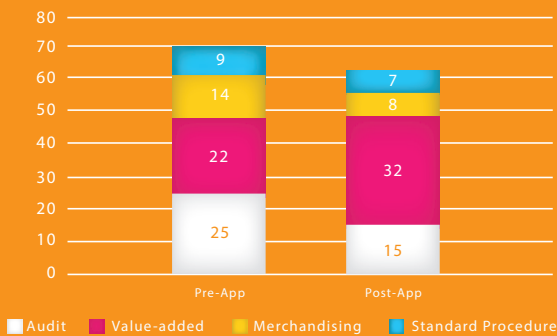
RESULTS

- Total time in call was reduced by 11%.
- Dramatically increased time focused on value-added activity by 45%.
- Strengthened focus on development & performance management of Field Sales.

SOLUTION

Implementation of Field View application (app) leveraging EPOS data.

Analysis of Time in Call (Mins)



CASE STUDY 3

A Leading FMCG Supplier

OBJECTIVE

Optimize ROI from field sales effort across retail partners.

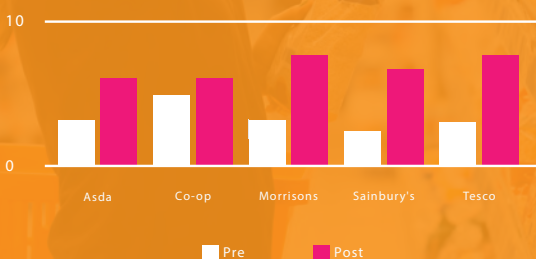
RESULTS

- ROI improved from £2.40 for every £1 invested in field sales to £5.36.
- Revised segmentation and increased ROI enabled resource redeployment across retail partners.

SOLUTION

Leverage 20:20 RDI analytics to identify stores offering highest ROI.

ROI - Pre & Post Segmentation Model (£)



CASE STUDY 4

Global Snacks Manufacturer & Multinational Retail Corporation

OBJECTIVE

Measure and improve ROI in select stores in Canada.

RESULTS

- Over 86 days, scan data was analyzed daily in selected outlets valued at approximately \$315,000 CAD.
- Data was used to enrich analysis, reduce in-store audits and increase growth by 6%.

SOLUTION

Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.

Trial Results

Length of Trial	86 Days
Average Outlet Value	\$315,000 CAD
Frequency of Intervention	Daily
Growth	6%

CASE STUDY 5

Coles Supermarkets – A Distinguished FMCG Retailer

OBJECTIVE

Measure and improve ROI in the confectionery and snacking categories in select Coles stores in Victoria, Australia.

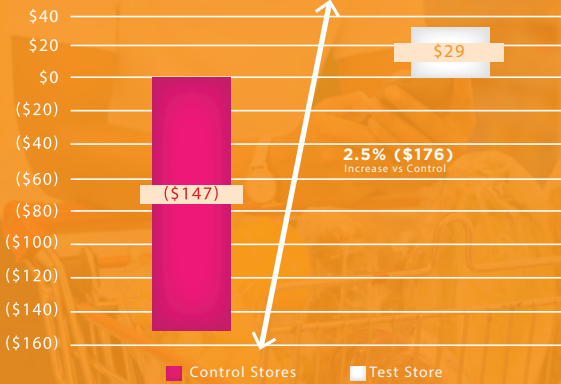
RESULTS

- Over the course of 3 months, scan data was analyzed every Thursday for the previous week (Wednesday to Tuesday).
- Test stores (where we performed interventions based on alerts) performed 2.5% better each week.
- Possible increase > \$7.2 Million per year (\$9,000 per store, per year/= 800 stores)

SOLUTION

Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.

Average Weekly ROI (AUD)



CASE STUDY 6

One of the World's Largest Snacks Manufacturer

OBJECTIVE

Measure and improve ROI.

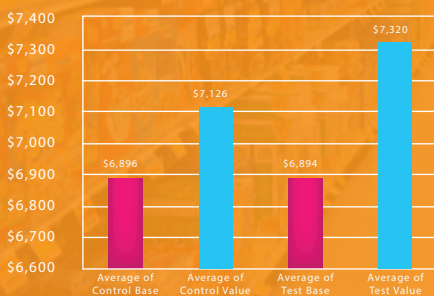
RESULTS

- Control stores' average weekly growth: \$231 AUD.
- Test stores' average weekly growth: \$426 AUD.
 - \$195 AUD more per week than the control stores.
- Test stores have grown by 2.83% more than control stores.
- Projected growth over 1 year for all 802 stores: \$8.1M AUD.

SOLUTION

Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.

Average Weekly ROI (AUD)



16-week Trial