

**TABS Account Insights™ Harmonizes and Aggregates Retailer POS Data Into One Easy-to-Use Platform**

**BENEFITS**

*Executive Management*

- See “the big picture” through a single POS reporting tool to quickly assess performance and opportunities
- Track key S&OP performance metrics and understand new item performance across in key retailers

*Sales & Marketing*

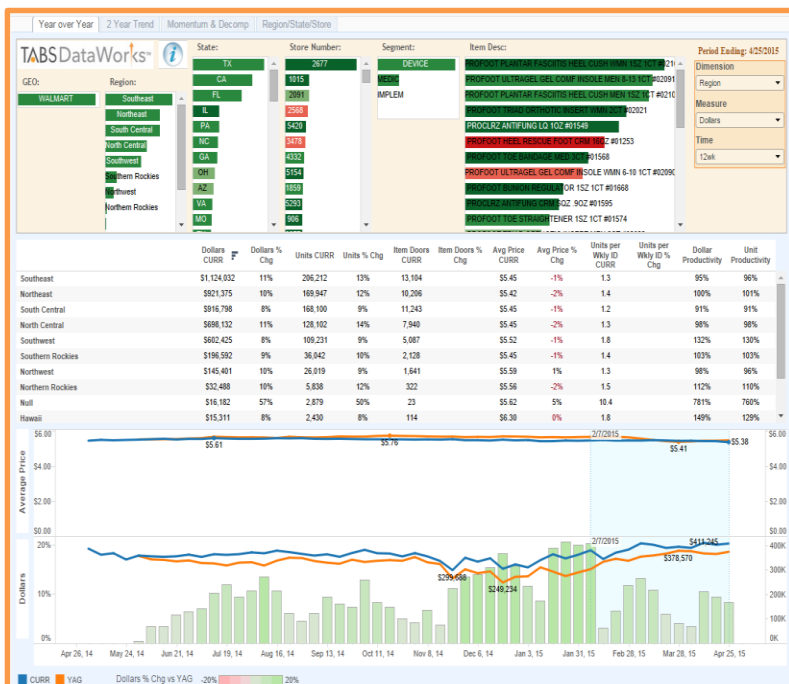
- Connect with retailers at a new level by analyzing your business using their metrics, segmentation and calendars
- See how your promotions are performing using TABS AccuBase® to calculate event incrementality
- Understand seasonality and promotional effectiveness through analyzing customized time period historical trends

*Planning/Operations*

- Track inventory, in stock percentages, weeks of supply, and other key customer-centric metrics
- Utilize heat maps and regional/state geo location to focus your internal discussions around key opportunities

**HOW IT WORKS**

TABS Account Insights™ takes your retailer POS data and harmonizes it across category definitions, product attribution, measures and reporting time period alignment. Key analytics are generated including: incrementality/productivity reporting, promotional analysis and store level reporting. The final result is one unified deliverable that allows you to analyze disparate retailer POS data in one platform with powerful analytics that provide detailed understanding of business drivers.



**Key Features**

- Multiple Retailer Data Integration
- Fast Initial Set Up Timing
- Weekly/Monthly Update Turnaround
- Item Level Detail
- Promotional Data and Lift Calculations Using TABS Accubase®
- Store Level Data Including Inventory Levels and Modular Projections
- Incrementality and Innovative Productivity Reporting
- Geo Customization (state/Region)

**Software**

TABS Account Insights™ is delivered via cloud-based software, TABS Insight®, a user-friendly interface that can be accessed by all members of your organization.