

## The Preeminent Global Business Intelligence Service in the FMCG Industry

TABS WorldView® is a custom multi-country consumer sales database and analytics service.

### Benefits

The value proposition is simple, yet powerful: **visibility and knowledge for superior decision-making and resource allocation.**

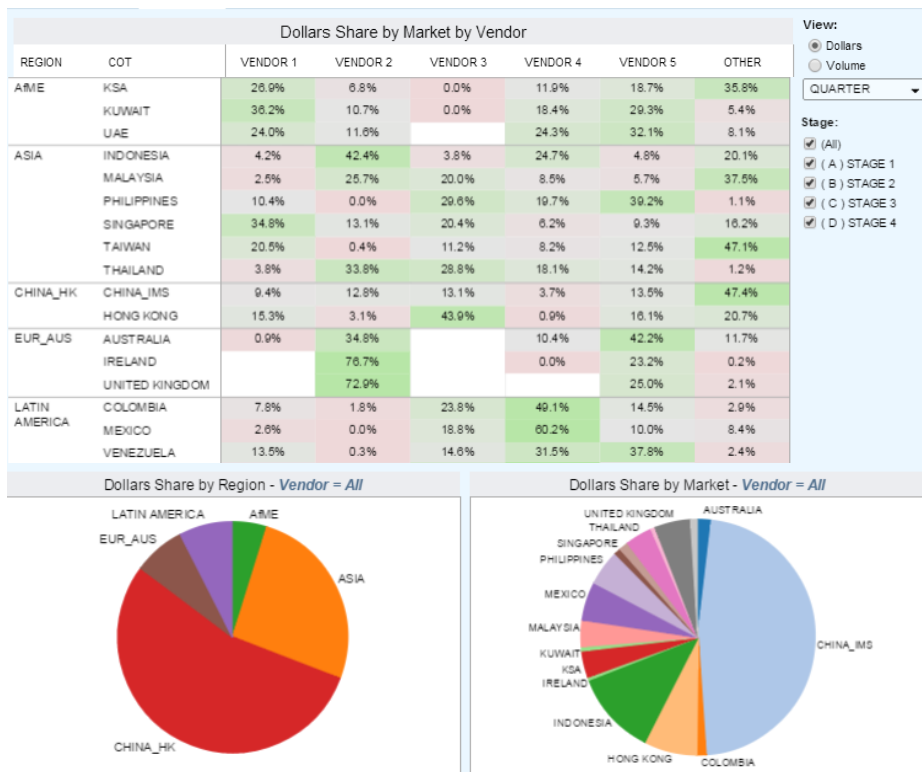
- Better understanding of market environment and competitive actions.
- Improved collaboration between corporate global and local countries.
- Accurate representation of global market share to Wall Street / financial institutions.

### Immediate Solution

We often hear that the features and benefits of WorldView are similar to promises associated with a company's "Big Data" solutions. However, unlike those major initiatives that can take years to implement, WorldView is up and running in a matter of weeks and is easily integrated into any enterprise system. WorldView enables consumer sales data integration with other data sources such as: Marketing Activity, Share of Voice, Brand Health, Shipments, Inventory, Budget, etc.

### Data Harmonization

The foundation of TABS WorldView® is our proprietary Data Harmonization process, that transforms disparate raw data formats into a consolidated and consistent database. Data Harmonization is conducted across category definitions, product attribution, monetary value exchange, and reporting time period alignment. The result is instant access to market performance at the global, regional, and local country level.



### Key Advantages

- Multiple Data Supplier Integration
- Item Level Detail
- Initial Set Up Timing
- Monthly Update Turnaround
- Easy-to-use Data Access Tools
- Relational Database Structure
- Service Levels

### Software

TABS WorldView® is delivered via both cloud-based software, TABSInsight® and our Excel-based reporting tool, QuickTABS®. Both interfaces are user-friendly and accessed by all members of your organization.