

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 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.

Region	Country	Q1	Q2	Q3	Q4	Q5	Q6
AME	KSA	26.0%	6.8%	0.0%	11.9%	18.7%	35.6%
	KUWAIT	38.2%	10.7%	0.0%	18.4%	29.3%	5.4%
	UAE	24.0%	11.8%		24.3%	32.1%	8.1%
ASIA	INDONESIA	4.2%	42.4%	3.8%	24.7%	4.8%	20.1%
	MALAYSIA	2.5%	25.7%	20.0%	8.5%	5.7%	37.5%
	PHILIPPINES	10.4%	0.0%	29.6%	19.7%	39.2%	1.1%
	SINGAPORE	34.8%	13.1%	20.4%	6.2%	9.3%	16.2%
	TAIWAN	20.5%	0.4%	11.2%	8.2%	12.5%	47.1%
	THAILAND	3.8%	33.8%	28.8%	18.1%	14.2%	1.2%
CHINA_HK	CHINA_IMS	9.4%	12.8%	13.1%	3.7%	13.5%	47.4%
	HONG KONG	15.3%	3.1%	43.9%	0.9%	16.1%	20.7%
EUR_AUS	AUSTRALIA	0.0%	34.8%		10.4%	42.2%	11.7%
	IRELAND		76.7%		0.0%	23.2%	0.2%
	UNITED KINGDOM		72.0%			25.0%	2.1%
LATIN AMERICA	COLOMBIA	7.8%	1.8%	23.8%	49.1%	14.5%	2.9%
	MEXICO	2.8%	0.0%	18.8%	60.2%	10.0%	8.4%
	VENEZUELA	13.5%	0.3%	14.6%	31.5%	37.8%	2.4%

QUARTER: [v]

Stage:

- (All)
- (A) STAGE 1
- (B) STAGE 2
- (C) STAGE 3
- (D) STAGE 4

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.

