

## SOLYS™ REP

### One Brilliant Platform for the Rep Group Business

Today, for the first of its type ever, LumiData announced the immediate market availability of its SOLYS™ Rep Group Enterprise Platform (SOLYS™ REP) product. SOLYS REP provides a modular, but complete one-stop software platform that allows local, regional or national sales brokerage groups to deploy a single fully integrated solution to manage three key business functions:

- **POS Analytics:** sales, supply chain and category management
- **Purchase Order Analytics:** retailer PO placement analysis and management
- **Commission Analytics:** business commission planning and management

### Totally Integrated and Modular

Together, the three SOLYS REP modules offer a flexible approach to the overall implementation and deployment of a complete business technology solution. You can deploy any or all of the modules based on your need, priority and timing.



### A More Strategic Technology Solution

SOLYS REP is a turnkey solution that drives:

- **Business Growth** – Use best-in-class analytics to plan, manage and drive increased revenues and profit margins.
- **Scalability** – Add and support new suppliers with classic economies of scale – it costs even less to add future business!
- **Cost Effectiveness** – Reduce the costs of separate and disparate systems; migrate to a less expensive single platform.
- **Productivity** – One system with common language for all users – account, business process, administrative and managerial.
- **Administrative Effectiveness** – Increase staff productivity and stabilize headcount additions as you grow.
- **Synergy** – share cross-functional information quicker and speed up reporting and decision making.
- **Standardization** – Create standardized and sustainable business processes and practices for maximum efficiency.



**SOLYS REP™ POS ANALYTICS**

SOLYS REP POS Analytics delivers game-changing insights that enable the entire organization – both field and corporate levels – to increase sales, optimize inventory performance and grow category share. Standardized reports, dashboards and graphs pinpoint issues and opportunities so that each member of the team has the right information to achieve their unique business objectives.

- Acquire POS data from all retailer accounts – mass, drug, big box, member stores, home centers and food/grocery
- Analyze retailer-specific information for better insights and quicker decision making
- Integrate all data types into a unified database platform – sales, inventory, forecast, margin, and markdowns
- Share timely weekly reports and additional selling recommendations to your buyers and supplier accounts
- Uncover fact-based opportunities to drive new sources of sales
- Gain approval from supplier accounts for implementing ROI-driven promotional programs
- Leverage inventory alerts to optimize in-stock levels proactively and reactively
- Deliver insights that drive higher category performance
- Integrates seamlessly with SOLYS REP PO and SOLYS REP Commission Analytics for a complete business solution

**Key Features and Capabilities**

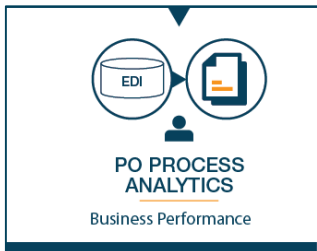
SOLYS REP POS Analytics enables seamless decision making and KPI-driven analysis:

Sales Reporting	Category Management	Supply Chain Management
<ul style="list-style-type: none"> <li>▪ SKU management</li> <li>▪ Price optimization</li> <li>▪ Gross margin management</li> <li>▪ Markdown usage</li> <li>▪ Transition planning</li> <li>▪ Omnichannel modeling</li> <li>▪ Promotion Management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Planogram testing</li> <li>▪ Adjacency testing</li> <li>▪ Floorpad/Division reinventions</li> <li>▪ Wellness trends</li> <li>▪ Demographics/Ethnicity trends</li> <li>▪ Space productivity</li> <li>▪ Seasonality</li> <li>▪ Rationality</li> <li>▪ Transition timing</li> <li>▪ Item fit/turn</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inventory management</li> <li>▪ Out of Stock alerting</li> <li>▪ Phantom Inventory alerting</li> <li>▪ Collaborative Forecasting</li> <li>▪ Store analysis</li> <li>▪ Contingency planning</li> <li>▪ Distribution Center Analysis</li> </ul>

**Manage Sales Performance**

SOLYS REP POS Analytics helps you increase sales, improve promotional effectiveness and minimize sell-thru losses:

- Uncover new placement opportunities
- Reduce or eliminate lost sales with built-in inventory alerts
- Generate additional sales with fact-based order recommendations
- Identify and resolve product allocation problems for your retailer
- Maintain desired OH inventory and eliminate costly buy-back of retailer excess OH inventory



### SOLYS REP PO ANALYTICS

SOLYS REP PO Analytics acquires multiple sources of purchase order data from retailer systems, uses real time EDI processing and incorporates a wide variety of powerful and intuitive analytics to manage your business and trade cycle between supplier and retailer. Changes that occur with all or individual POs can be managed quickly and effectively. Your gains in synergy and productivity decrease the costs of servicing a supplier account.

#### Key Features and Capabilities

SOLYS PO Analytics include the following major product features and enhancements:

- Accepts sources of PO data from the retailer and/or the supplier
- Automatically imports, refreshes and integrates POs into SOLYS
- Enables dynamic management of PO changes
- Includes a full suite of PO analysis and reporting features – standard, summary and ad-hoc reports
- Integrates seamlessly with SOLYS REP POS and SOLYS REP Commission Analytics for a complete business solution
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#### Manage Financial Performance

Improve profit margins and increase organizational productivity:

- Increase staff efficiency in reviewing and correcting orders
- Maintain and access one common database platform for POS data and PO data
- Pinpoint PO orders that adversely impact retailer DC allocation
- Manage diverse ordering processes from a single platform



### SOLYS REP™ COMMISSION ANALYTICS

SOLYS REP Commission Analytics is a revolutionary approach to managing the lifeblood of your organization—maximizing commission revenues and expected margins on supplier accounts. With the dynamic and fast-moving decisions that are involved in controlling and measuring profitability, SOLYS positions you to effectively manage complex and time-consuming commission plans.

SOLYS REP Commission Analytics drives productivity, timeliness and effectiveness throughout the organization:

- Incorporates best-in-class commission analytics, with answers to handle complex plans and rates
- Ensures quick and immediate adoption by all users
- Secures commission information with user level access authorization
- Integrates seamlessly with SOLYS REP PO and SOLYS REP POS Analytics for a complete business solution

#### Key Features and Capabilities

When it comes to managing dynamic commission plans, the functional features and capabilities of SOLYS REP Commission Analytics allow you to:

- Adjust commission rate plans with complete flexibility - overall Supplier/Class rates can be overridden for individual items
- Set rate plans by date ranges to enable ultimate flexibility for all scenarios
- Track account executive performance by tying rate plans to the individual executive
- Monitor profitability and current performance – by vendor, item/SKU, season, store, and DC
- Analyze profitability trends – winners, cash cows, and loss leaders

#### Manage Business Performance

SOLYS REP Commission Analytics significantly improves overall operational, managerial and financial performance:

- Eliminate administrative redundancy and minimize error
- Increase profitability by recommending higher rates with fact-based analysis
- Quickly realize technology ROI, based on sales revenue, account teams, suppliers, headcount, etc.

**SOLYS BUSINESS PLANNING SERVICES**

LumiData's highly trained account team will meet with you to review your business needs and assist you with planning, implementing, training and supporting your decision to purchase and install the use of SOLYS REP:

- Consult and recommend the proper use and fit of SOLYS REP and the related service needs of each software module:
  1. POS Analytics
  2. PO Analytics
  3. Commission Analytics
- Help you with preparing the ROI business case to illustrate payback and quantify hard-dollar return
- Assist with planning and coordinating the fulfillment and delivery of all services
- Provide user support training and coordinate all requirements to meet your installation "go-live" date

For more information and assistance, or to arrange to see a product demonstration, please contact us at [solutions@lumidata.com](mailto:solutions@lumidata.com).

**AVAILABILITY**

- The date of availability for SOLYS REP is effective immediately as of May 23, 2016

**ONE MODULAR SYSTEM – TOTAL PERFORMANCE MANAGEMENT****ABOUT LUMIDATA**

LumiData is a demand analytics specialist providing retail business and demand information that assists Fortune 1000 consumer goods companies and sales rep groups to increase revenue, increase margins, enhance brand visibility and strengthen market positions. LumiData's SOLYS demand analytics solution integrates business processes and funnels forecasts, orders and cross-channel POS demand data into customizable dashboard analytics, unique to the information needs of each user in the organization. LumiData is based in Minneapolis, Minnesota and has an office in Bentonville, Arkansas.