

# Consumer Products

## ■ Verix for Consumer Packaged Goods

The Consumer Packaged Goods (CPG) industry is facing new challenges that range from greater complexity in product lines and channels, to more demanding consumers and shorter cycle times. Sales and marketing teams searching for a competitive advantage have often adopted business analytics. Unfortunately, this tactic has often yielded information overload. Yet it's not the quantity or the quality of the data that is the problem, it's the inability to extract highly targeted issues and opportunities in a timely manner. The end result is that internal and external customer data remains a largely untapped asset for CPG industries.

The advanced analytics of the Verix Discovery Suite<sup>TM</sup> is the solution for maximizing the power of information. Sales teams can plan effective promotions and merchandising that directly influence sales. Marketing teams use the granular information on sales, pricing and competitive performance to greatly enhance and track campaign effectiveness.

## ■ The Verix Discovery Suite<sup>TM</sup>

The Verix Discovery Suite<sup>TM</sup> has a proven track record in helping consumer goods companies maximize the value of their data. It uses sophisticated mathematical algorithms to automatically search market share and product sales data to identify changes in behavior and it does this without requiring extensive manual configuration.

The Verix Discovery Suite<sup>TM</sup> fits into existing business processes. It automatically discovers performance changes

## Verix in Action

Sour cream sales for an international dairy foods company have always been stable and consistent. However across the many territories and SKUs, a subtle decline in market share was occurring that might otherwise have been missed using traditional analysis methods.

Fortunately, the regional manager had deployed Verix enabling him to receive alerts about sales performance changes in his sales data. A competitor in the region had recently reduced the price of their competitive product in a very select geography. A combat pricing strategy was deployed that regained the lost market share and created \$200,000 of value in its first week.

and identifies the drivers of those changes without requiring teams to set thresholds, establish queries, or perform time consuming manual analysis. Sales and marketing teams are allowed to better spend their time focusing on critical business issues armed with the valuable insights that drive performance.

## ❖ Practical Insight for Sales Optimization and Marketing Optimization

The Verix Discovery Suite™ lets organizations go far beyond basic analytics to discover emerging trends, new problems or opportunities early enough to act on them. Sales and marketing teams are given actionable information so they can develop, deploy, and optimize their business strategies.

- ❖ Automatically detect changes in purchasing behaviors and market share
- ❖ Identify purchasing trends across all market segments—geography, brand, SKUs, stores, and others
- ❖ Monitor new product performances
- ❖ Track competitor activities and identify potential opportunities
- ❖ Monitor the impact of pricing changes
- ❖ Track and measure marketing and promotional campaigns

## ❖ Proven results

The Verix Discovery Suite™ delivers the results needed by today's CPG industries. Verix gives sales and marketing teams the information they need to mitigate problems, exploit opportunities, create successful marketing campaigns, and ultimately grow their business. It is a proven technology with an established track record.

Visit [www.verix.com](http://www.verix.com) to see why leading companies use the Verix Discovery Suite™ to empower their organizations.

Contact us for more information.

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