

# Instantly understand the health of your business at retail

As a supplier, seeing sales and inventory performance at your retailers is critical to staying ahead of the ever-changing needs of the consumer. Understanding how your products are performing in the marketplace allows you to quickly adjust inventory and promotion strategies.

To provide you with this visibility, we have developed Edifice Dashboards, a web-based solution that presents data from your retailers in a visually rich and intuitive interface. With Edifice Dashboards, no longer will you have to sift through the mounds of data and unwieldy reports retailers provide.

You will have fast and reliable access to the specific analysis you need.

### Retail Fundamentals Dashboard™

Our Retail Fundamentals Dashboard provides an overview of your performance at each of your retailers. It tracks key performance indicators (KPIs) year over year for sales, inventory, margin and more. It also monitors weekly sales trends and identifies top-performing products and stores. Plus, it allows you to easily switch between time periods and drill down on trend data to view details by week.

Built on each retailer's unique product and location hierarchies, calendars, accounting methods and metrics, the Retail Fundamentals Dashboard presents each retailer's data the way they see it. It allows you to speak their language, enabling you to enhance collaborative initiatives. It's the ideal tool for sales managers who need to quickly understand sales performance at each retailer.

### Market Insight Dashboard™

Our Market Insight Dashboard provides a comprehensive summary of performance across all of your retailers in a single, aggregate view. It monitors KPIs at national levels, tracks category sales trends within strategic markets, and identifies best-and worst-selling products in selected regions.

## benefits

Respond better to the changing needs of the consumer

Understand your performance from your retailers and across your enterprise

Proactively recommend strategies for optimizing inventory and promotions

Develop strategies for enhancing the shopper experience



The intuitive interface lets you switch between time periods and drill down to view retailer-specific analyses.

This dashboard can be customized to make POS-based Retail Analysis™ more valuable throughout your entire organization. Integrate your product hierarchy to analyze performance using your terminology. Append your location attributes to see where products sell best. Add your shipment data to analyze sell-in versus sell-through. Our Market Insight Dashboard gives managers the facts they need to align with the interest of the consumer and add more value to your retailers.

### Get Started Today

Call us at 973-616-2929 and we will connect you with a dashboard expert. Or visit [www.edificeinfo.com/services/dashboards](http://www.edificeinfo.com/services/dashboards) to learn more.

### About Edifice

Edifice collects point-of-sale, merchandising and supply chain data and transforms it into the reports and analyses suppliers need in order to help retailers manage assortment localization, inventory allocation, promotion tactics, markdown strategy and more. Our web-based platform includes a retailer data-sharing service, reporting applications and retail analysis solutions. We enable trading partners to work together from a common data set to identify opportunities for increasing sales and improving gross margins. Our 13 years of experience servicing retailers and suppliers across many channels allows us to offer the retail solutions suppliers need in order to help their retailers meet the ever-changing needs of the consumer.

features	Retail Fundamentals	Market Insight
Easy-to-Understand, charts, graphs, and tables	✓	✓
Drill down to analyze detailed data	✓	✓
Toggle between time periods	✓	✓
Retailer hierarchies, calendars, and metrics	✓	✓
Integration of supplier data		✓
Customizable components		✓
Multi-retailer summaries		✓
Defined by	Edifice	Supplier
Retailers available	Partners	All
Number of dashboard views included	2	Unlimited
Monthly fee	Complimentary	\$
Setup fee	Complimentary	\$