

DRIVING CPG GROWTH

The Complete Analytics Platform

The first truly integrated and comprehensive system for tracking, analyzing, interpreting and activating the shopper's journey, Manthan's Demand Signal Management (DSM) synthesizes vast quantities of data in real time. Creating a "single point of truth" across your organization, Manthan's DSM builds a powerful insights engine that integrates structured and unstructured data (including shopper data) to maximize results across all functions of your business.

TROUBLE IN THE CURRENT CPG LANDSCAPE

Consumer product goods manufacturers face urgent marketplace challenges.

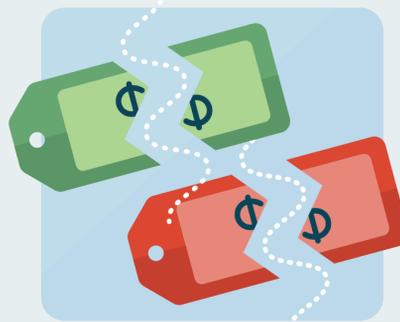
SHOPPER CONTROL

Today's shoppers are highly connected, heavily influenced by social media, and constantly changing their wants and behaviors.



FIERCE COMPETITION

Retail now offers infinitely more choices, as price pressures cut into margins.



CHANNEL FRAGMENTATION

Online and mobile shopping is pressuring traditional markets.



INFORMATION OVERLOAD

Explosive data growth strains current software, leading to internal confusion, bad decisions, and missed opportunities.



THE ONE-STOP SOLUTION FOR CPG

Operating at the speed of today's shopper, DSM meets ever-evolving consumer demands and uncovers new opportunities to drive growth.

DATA

Makes reliable sense of multiple, varied data streams (retailers, distributors, market research, social media, shoppers)



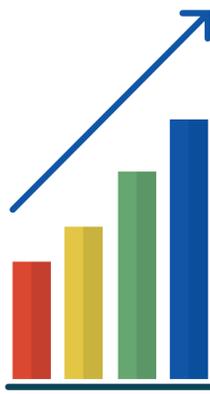
FOUNDATION

- Integrates data from multiple sources
- Manages data quality
- Enriches for better insights
- Harmonizes internal and external data



PREDICTIVE ACTIONABLE INSIGHTS

- Shopper activation
- On-shelf management
- Pricing strategy and analytics
- Social media monitoring and response
- New strategy experimentation

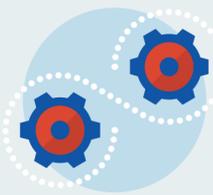


VISUALIZATION & DASHBOARDS

Generates role- and function-specific reports to guide cross-departmental response easily interpretable by frontline operating teams

BUILD YOUR DSM

Benefits beyond your current solutions



Streamlined operational abilities delivered to meet cross-functional needs:

- Promotional effectiveness and growth
- Market share improvement
- Increased supply chain efficiency and more accurate demand forecasts
- New product launch successes
- Out-of-stock reductions
- Collaborative demand planning



New, identifiable business opportunities



Faster decisions



Improved ROI across all marketing and supply chain spend

Transition to Manthan's DSM in **less than 12 weeks** through a configurable, modular approach:



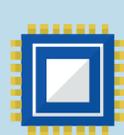
Affordable



Scalable



Accessible



Next-generation technology



Cloud-based access across devices

Old CPG analytics and information systems aren't keeping pace with the modern shopper. Manthan DSM creates a powerful, lasting competitive advantage for CPG companies and their retailer partners.

Visit dsm.manthan.com to get started today.



Analyze. Decide. Do.

www.manthan.com