



Transforming Intelligence into Profits

alqemyiQ™ Enterprise suite DSR, Analytics & Reporting Solution

Demand Data Management Challenges

Category managers, IT departments and sales organizations are struggling to manage the enormous volumes of data that they receive on a regular basis including syndicated, POS, panel data and much more. One of the most significant challenges that they face is the ever-increasing amount of various data sources, each having its own interface that must be mastered in order to mine the necessary data. Not only is it impossible for one person to learn how to access and use all these databases, but organizations also lack a unified view of all their demand data. As a result, silos of data reside in an organization, and many

potential opportunities to drive sales and growth are missed. Organizations are unable to leverage their demand data for timely, critical business decisions that may impact profitability.

alqemyiQ Enterprise suite is a powerful DSR, analytics and reporting platform. Its high performance, scalable architecture prepares consumer goods organizations for real-time data analysis, which is essential for them to remain competitive and profitable in a market that is continually evolving. The suite empowers analysts with the tools necessary to quickly generate insight from a wide variety of data by providing a common platform for managing diverse data sources. In

alqemyiQ™ Enterprise Benefits

- Gain Store and SKU Level Insight
- Reduce Inventory Cost
- Optimize Pricing and Promotion
- Monitor New Product Launches
- Identify the Right Product Mix
- Improve On Shelf Availability

addition, interactive analytical reports can be delivered in PowerPoint or Excel.

A Solution that Evolves with Your Business

Drawing on more than 25 years of enterprise software experience, alqemyiQ's unique approach to real-time demand analytics is the right



Recognition

For the fifth consecutive year, alqemyiQ has been ranked among the **"Best in Class"** in Consumer Good Technology's annual Reader's Choice awards.



alqemyiQ™ Enterprise Suite

alqemyiQ™ DSRplus is a high performance database that was designed specifically to store various disparate consumer goods demand data including syndicated, POS, shipment and other data.

alqemyiQ™ Inform provides access control and monitoring capabilities. It is a DSRplus option and controls and reports on user access to specific data feeds or applications.

alqemyiQ™ Processing Agents is a DSRplus option that checks for newly available data from each data feed continuously or on a scheduled timeline. As soon as new data is available, the processing agent normalizes it and loads it into the DSR.

alqemyiQ™ Insight is DataAlchemy rebranded. It is demand data analytics software that runs on a desktop or as a client, which accesses the DSRplus server where the data resides. It includes the Insight Wizard and alqemyiQ Viewer for report distribution.

solution to handle all of your demand data requirements as your business grows and evolves. alqemyiQ Enterprise's modular design offers flexibility, allowing organizations to customize the options to meet their specific needs. For massive data storage and processing requirements, organizations can deploy the DSRplus option, which can be expanded on one or multiple servers across an enterprise. Category managers can use alqemyiQ Insight analytics and reporting software (DataAlchemy™ re-branded) as a standalone application

running on a desktop or in a client/server configuration as part of an enterprise solution. As an enterprise solution, alqemyiQ Insight can analyze and report on large volumes of granular data (such as SKU level) or syndicated data that reside on the alqemyiQ DSRplus.

alqemyiQ Enterprise suite's open architecture is easily integrated with other data feeds and applications. It provides an organization with the flexibility to integrate the tools and technology best suited to its environment and business objectives.

“Utilizing alqemyiQ, Advantage Sales & Marketing has developed ‘best in class’ business analysis and insights in a user friendly format enabling outstanding collaboration with our clients and customers.”

Peter Holton
CIO

Advantage Sales & Marketing

Make a Greater Impact with Faster Insights

alqemyiQ Enterprise includes processing agents for each data provider that greatly improve the speed and capacity at which data becomes available. It automatically checks for newly available data from the various data providers – continuously or on a scheduled timeline. As new data becomes available, the processing agent instantly normalizes the data and loads it into the DSR. With this automation, category managers eliminate the time previously used to prepare the data and focus more time on the analysis of the data.

Unified View of Data for Better Fact-Based Decisions

A unified view of disparate data sources provides category managers with more accurate insights for superior fact-based decision making.



alqemyiQ Enterprise's DSRplus module is a high performance database that was designed specifically to store and normalize various disparate consumer goods demand data including syndicated, POS, panel, shipment and other data. Because it was built from the ground up, the architecture provides enough capacity to store all historical data in one place including granular level data such as SKUs, brand, store, division and chain. Its high performance design allows organizations to add new data streams when they become available (real-time data, retailer supply chain data, marketing performance data, etc.). With alqemyiQ Enterprise, customers gain a competitive edge by having the infrastructure in place to

“Using the alqemyiQ solution, our team can easily customize reports for specific markets and time periods they need. Heineken USA reduced the amount of update time by roughly 70 percent.”

Larry Gray
Senior Category Manager
Heineken USA

accept, manage and distribute the key metrics as they emerge.

Gain Store Level Insights

Category managers have easy access to large volumes of granular data, which provide better store level analysis including store clustering, store scorecarding and exception reporting (see figure 1). Dynamic charts and tables can be easily assembled to leverage combined data for use in well-known Microsoft Office appli-

cations such as PowerPoint and Excel. This shortens the analytical process and allows category managers' micro-marketing efforts to be more successful.

Enabling Proactive Action with Flexible Data Views and Reporting

alqemyiQ Insight analytics and reporting software allows analysts to look at many different views of their data and at many different levels of granularity. The customized reporting capa-

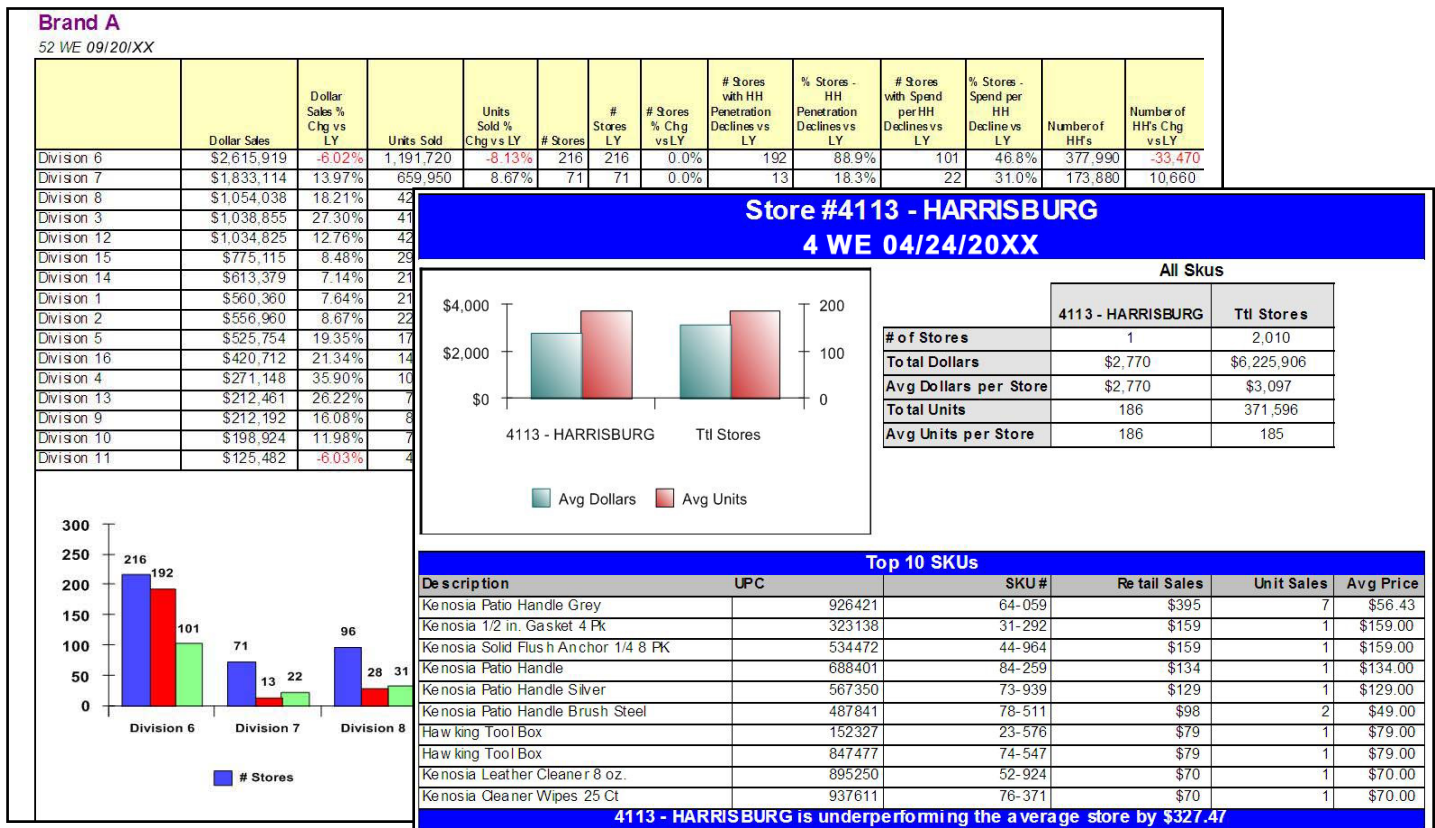


Figure 1: Brand and Store Level Analyses

bilities help quickly turn raw data into useful information. Time period, geography, product and other metrics can all be altered for standard or ad hoc reporting. Category managers may customize their analysis without the assistance of the IT department. For example, category managers may easily examine sales figures for nonstandard periods such as the latest 9 weeks when evaluating a promotion, or the latest 15 weeks to analyze effects of a new item launch on the brand's existing items. They may also analyze any combination of SKU, brand, segment, custom group, store, division, region, chain, state, custom group, etc. Category managers can then easily share their charts, tables and workbooks with colleagues, greatly improving workflow efficiencies.

Up and Running in Minutes

The Insight Wizard guides users through the process of importing data from providers, creating dynamic charts, tables and worksheets, publishing alqemyiQ Insight results to PowerPoint presentations or Excel charts and distributing them with the alqemyiQ Viewer, an independent software program (see figure 2). This allows

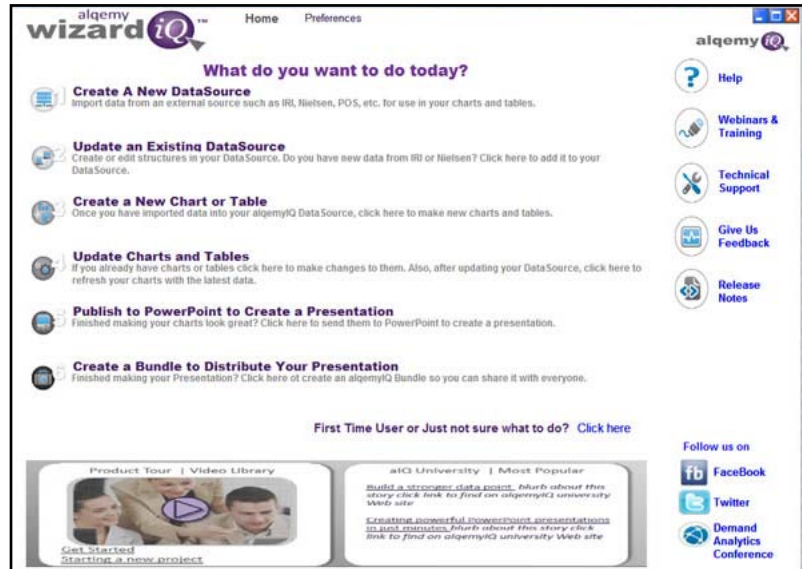


Figure 2: alqemyiQ Insight Wizard allows a new analyst to be instantly productive

new analysts to easily perform the basic functions in alqemyiQ Insight right out-of-the-box, even before training occurs.

Maximize the Return on Your Data Investment

alqemyiQ enterprise monitoring and access controls allow organizations to determine the effectiveness of their investment by measuring the usage of applications or data feeds. Organizations can evaluate who has access to what information on a per-user or per-group basis with a web interface. This powerful tool can also be implemented to restrict data or applications access to only authorized users.

About alqemyiQ

alqemyiQ (formerly Kenosia™) provides enterprise demand data management software solutions to manufacturers, retailers and sales agents. Our products and services offer a systematic way of analyzing and sharing insights gleaned from disparate data sources, including syndicated, demographic, direct POS and internal shipments to name a few. alqemyiQ is also a supplier of customized consulting services, providing clients with best-in-class approaches to get more out of their data. With over a decade in business, alqemyiQ has provided products and services to many industry leaders.



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