



CPG-RETAIL LEADERS: YOUR INVENTORY IS LEAKING PROFIT

*The “Perfect Storm” isn’t
coming. It’s already here.*



IS YOUR COMPANY BUILT TO SURVIVE INVENTORY DISTORTION?

*Learn how to weather the storm
of out-of-stocks and overstocks.*



THE \$1.7 TRILLION RETAIL PROBLEM

It's estimated that \$1.7 trillion in revenue is lost annually worldwide due to inventory distortion.

Stockouts and overstocks represent about 6.5% of global retail sales.

Out-of-stocks that result in lost sales comprise the largest portion (approx. two-thirds of the total loss).

The remaining losses arise from overstocks and related holding or discounting costs.

THE BOTTOM LINE?

You can't strike optimal inventory balance and maintain profit margins with poor retail data, unreliable insights, and multiple spreadsheets.



THE “NEW NORMAL” IS ANYTHING BUT NORMAL

Consumer brands and retailers are currently caught up in a whirlwind of:

Erratic consumer demand shifts

Fragmented, incomplete, and inaccurate POS and inventory data

Unpredictable and brittle supply chains

Increasing competition for physical and digital shelf space

Legacy systems and outdated technology that can't scale



WHY IS IT SO HARD TO BALANCE INVENTORY?

*Because most organizations
are being blown around by:*

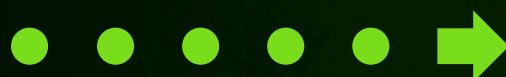
- Waiting weeks (sometimes a month!) for retailer data
- Manually collecting, cleaning, and manipulating data that takes days or even weeks
- Lack of visibility into unified product and retailer performance data
- Basing strategic decisions on what happened last week or month, not yesterday
- Implementing poor retail replenishment and retail execution practices



THE HIGH PRICE OF “FLYING BLIND”

When you don't have a reliable data shelter or the right “navigational instruments” to guide your supply chain decision-making, it can spell disaster:

- **Lost Sales:** Empty shelves = lost customers and damaged brand loyalty
- **Lost Revenue & Profits:** Products marked down at extreme discounts
- **Delayed or Wasted Capital:** Cash tied up in the wrong inventory and warehousing costs or lost to waste and transshipment costs
- **Strained Retailer Relationships:** Unreliable data and insights cause friction and diminished trust with partners
- **Inaccurate Demand Forecasting & Planning:** Lack of historical insights and daily item- and store-level POS and inventory data leads to costly stockouts and overstocks



YOUR SHELTER IN THE STORM



The retail data platform designed for Sales,
Marketing, and Supply Chain leaders.

Turn chaotic retail data into a single,
actionable version of the truth to balance
your inventory and protect your profits.



AUTOMATED DATA INGESTION & HARMONIZATION

*Delete your "Data Cleaning" folder.
Lose the spreadsheets.*

Automatically collect, clean, harmonize,
and integrate data from retailer portals,
distributors, syndicated data providers,
and ERP systems.

Leverage 625+ retail data adaptors to
ingest retail data in any format.

Spend your time on data analysis and
insights, not formatting spreadsheets.



NEAR REAL-TIME VISIBILITY

Stop Guessing. Start Sensing.

- ✓ Capture daily POS and inventory data at the SKU and store levels across all retailers and channels.
- ✓ Identify out-of-stocks before they impact the bottom line and consumer satisfaction.
- ✓ Pivot your sales and supply chain strategies before the storm hits.



IMPROVED DEMAND FORECASTING & PLANNING

Predict the future. Don't just react to it.

- ✓ Align sales, inventory, and supply chain data for 100% synchronization.
- ✓ Increase demand forecasting accuracy and optimize safety stock levels.
- ✓ Enable sales, marketing, and supply chain teams to meet consumer demand at the physical and digital shelves.



THE ROI OF RESILIENCE

What happens when the inventory distortion storm clears?

With daily POS and inventory visibility, high-performing CPG brands and retailers typically see:

- ✓ 10%-15% reduction in out-of-stocks
- ✓ 20% improvement in inventory turnover
- ✓ Millions in reclaimed revenue



DON'T WAIT FOR THE WEATHER TO CHANGE

The most resilient companies don't wait for sunny skies; they utilize better data and insights to navigate through—or outrun—the storm.

Is your data foundation weather-proof?





BUILD YOUR INVENTORY DISTORTION SHELTER

VELOCITY® can stabilize your supply chain, steer you safely through shifts in consumer demand, shield you from revenue loss, and protect your margins.

Learn More



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