



Insights & Analytics

The following is a comparison chart of 26 leading companies providing solutions for the collection, analysis and distribution of critical business data in marketing, sales, supply chain and other critical business functions. For more information about these and other solution providers, visit ConsumerGoods.com.



COMPANY / WEBSITE	PLATFORM	KEY CLIENTS	UNIQUE FEATURES / BENEFITS
AnswerRocket www.answerrocket.com	AnswerRocket	<ul style="list-style-type: none"> • Coty • Unilever 	AnswerRocket is an AI-powered analyst that automates analysis to answer questions on demand and proactively generate stories assessing brand health, market share, trends, and other information.
Blacksmith Applications www.blacksmithapplications.com	T-Pro Optimum	<ul style="list-style-type: none"> • Kellogg • Land O'Lakes • Welch's 	T-Pro Optimum harmonizes key data elements by using artificial intelligence to provide a holistic promotional examination application (PEA) and optimization planning solution.
Collective Bias (Inmar Influencer Marketing) www.collectivebias.com/plan	PrescriptiveIQ	<ul style="list-style-type: none"> • Anne Klein • Bigelow Tea • Quaker State 	PrescriptiveIQ is an analytics suite that combines first-party shopper data with data science applications to inform the campaign process. The platform determines content themes, timing, influencer selection, audience targeting and more.
Dunnhumby www.dunnhumby.com	Customer Data Science Platform	<ul style="list-style-type: none"> • Coca-Cola Co. • L'Oreal • Procter & Gamble 	Through integrated consulting, technology and media solutions, the platform delivers data-driven category management, price and promotions, and consumer engagement strategies across the customer lifecycle to improve customer lifetime value.

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E2open www.e2open.com	Channel Shaping Suite, Demand Signal Management, Retail Shelf Management	<ul style="list-style-type: none"> • Coca-Cola Co. • Kellogg • Newell Brands 	The platform aggregates and harmonizes data sources for timely, accurate demand insights. The data and configurable analytics are leveraged to improve product category decisions, promotion impact and on-shelf availability.
EnterWorks www.enterworks.com	Multi-Domain Experience Management (MxM)	Did not provide	EnterWorks' Multi-Domain Experience Management platform enables a foundation for MDM/PIM/DAM to intersect multiple domains for personalized experiences across supply and demand chains, creating compelling experiences across channels.
Exceedra* www.exceedra.com	Exceedra Integrated Planning	<ul style="list-style-type: none"> • ACH Foods • Bayer • Weetabix 	The end-to-end solution delivers capabilities for clients to simplify sales, financial and demand planning processes and achieve greater performance, empowering functional teams to maximize revenue and margin opportunities while avoiding risks.
Interactive Edge www.interactiveedge.com	XP3 BI Cloud	<ul style="list-style-type: none"> • Jack Link's • Kellogg • Schwan's Foods 	The solution is designed to streamline the process of taking insights presentations and selling stories and commercializing them across the organization in a seamless, business user-friendly manner in PowerPoint and Excel dashboards.
InContext Solutions www.incontextolutions.com	ShopperMX	Not available	ShopperMX is mixed-reality software used by brands and retailers to visualize, test and deploy retail concepts in virtual reality to better understand what resonates with shoppers.
IRI www.iriworldwide.com	IRI Liquid Data	<ul style="list-style-type: none"> • Campbell Soup Co. • Conagra Brands • PepsiCo 	IRI culminates purchase, media, social, causal and loyalty data, integrating it all into an on-demand, cloud-based technology platform.
Ivy Mobility www.ivymobility.com	Ivy Insights	Did not provide	Ivy Insights provides data visualization capabilities and dashboarding, visually displaying information to analyze and monitor the health of the business. The solution harnesses AI and delivers insights as a service in the cloud.
LumiData www.lumidata.com	SOLYS	<ul style="list-style-type: none"> • Kao Corp. • Newell Brands • Reckitt Benckiser 	SOLYS is a suite of analytics and insights for managing key business functions such as increasing sales, reducing out-of-stocks, improving category share and making collaborative, timely decisions.
MSA (Management Science Associates) www.msa.com	Market & Consumer Insights	Did not provide	Market & Consumer Insights is a suite of solutions designed to increase distribution, reduce voids and out-of-stocks, improve trade program ROI and ensure users have the right products in the right store with optimized planograms, store opportunity alerts, compliance tracking and new item distribution targets.
Nielsen www.nielsen.com	Nielsen Connect	<ul style="list-style-type: none"> • Coca-Cola Co. • Johnson & Johnson • Walmart 	Nielsen Connect is an open, cloud-based platform that provides access to a range of data and analytics applications which help identify and address emerging trends, performance gaps and growth opportunities.
Oracle Retail* www.oracle.com/industries/retail	Oracle Retail Insights	Not available	Oracle Retail Insights is a suite of science-enabled, actionable analytic solutions that empowers users to anticipate informed actions and inspires engagement across the retail/CG enterprise.

*Information compiled by Path to Purchase IQ

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Planalytics www.planalytics.com	Cloud-based analytics/SaaS	<ul style="list-style-type: none"> • Danone • Johnson & Johnson • Unilever 	Planalytics isolates, measures and manages the influence of weather on business. Weatherization analytics identify weather drivers, interpret weather sensitivity, and quantify how demand will be affected.
Profitero* www.profitero.com	Profitero Digital Shelf 360	<ul style="list-style-type: none"> • Adidas • General Mills • L'Oreal 	Profitero is an e-commerce solution that integrates Amazon sales, share data and digital shelf analytics in one platform, helping to pinpoint the root factors causing share gains and losses.
Quotient Technology Inc. www.Quotient.com	Quotient Analytics	<ul style="list-style-type: none"> • PepsiCo • Procter & Gamble • Unilever 	The Quotient Analytics portal optimizes campaigns with in-flight performance measurement. The portal leverages POS transaction data and advanced analytical methodologies to build actionable insights on demand.
r4 Technologies https://r4.ai	XEM	Did not provide	XEM brings together internal and external data to create a demand-sensing AI simulation of a business and its markets. Its goal is to help users uncover new opportunities, make better decisions, take faster actions and deliver breakthrough results within months.
Salient www.salient.com	Margin Minder	<ul style="list-style-type: none"> • Bimbo Bakeries USA • Pabst Brewing Co. • Unilever 	The performance management solution helps companies throughout the CPG supply chain gain better understanding of promotional spending, product assortment effectiveness, supply chain gaps, market execution and other key information.
SAP www.sap.com	SAP Analytics Cloud	<ul style="list-style-type: none"> • Bumble Bee Foods • Capgemini SE • Delivery Hero SE 	SAP Analytics Cloud delivers analytics capabilities, including business intelligence, planning and predictive analytics, in a single solution to provide actionable insights in real time.
SAS* www.sas.com/retail	Retail Omnichannel Analytics	<ul style="list-style-type: none"> • 1-800-Flowers.com • Honda • Nestle 	The software is engineered to generate insights from data in any computing environment. It uses analytical insights to drive business actions and supports every phase of the analytics lifecycle – from data, to discovery, to deployment.
SetSight www.setsight.com	SetSight	<ul style="list-style-type: none"> • American Greetings • Conair Corp. • Dyson 	The solution offers data management and reporting for CPG suppliers and manufacturers.
Social Standards www.socialstandards.com	Consumer Analytics	<ul style="list-style-type: none"> • Anheuser-Busch InBev • Coca-Cola Co. • Johnson & Johnson 	A comparative analytics platform that structures consumer conversations into market verticals allowing CPGs to measure performance against market benchmarks and get ahead of industry trends.
Symphony RetailAI www.symphonyretailai.com	CINDE (Conventional INsights and Decisions Engine)	<ul style="list-style-type: none"> • Danone • Kraft Foods • Mars Incorporated 	The AI-powered personal decision coach continually learns and processes customer transactions to uncover insights and recommend intelligent actions for revenue growth.
Wipro Limited www.wipro.com	Data Discovery Platform	Did not provide	The platform generates insights through advanced analytics for decision making. Its modular, app-driven model enables flexibility and scalability to meet evolving business requirements, including advanced visualizations, models and variables, accelerators and algorithms, and vertical-focused apps.

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Caetlyn Roberts
Giant Food

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