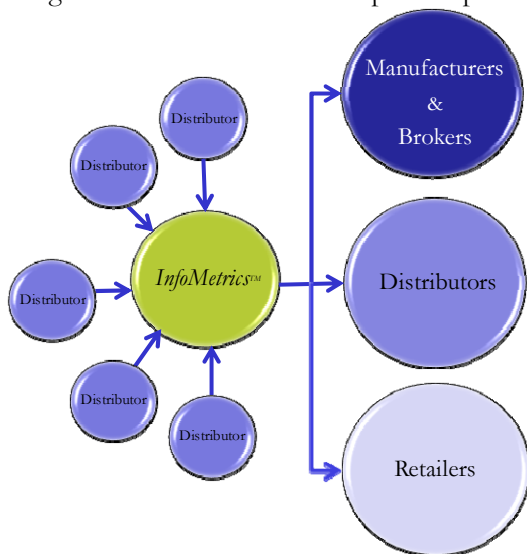


Store / SKU Level Data Service

The AWMA InfoMetrics program is a unique data aggregation and business intelligence solution for convenience channel manufacturers. *InfoMetrics provides CPG companies with critical information and tools to improve profits and sales in the C-store channel.* Manufacturers can track performance, **identify potential new distribution opportunities**, manage and track rebate programs, **track core items distribution** and analyze competitive performance.

InfoMetrics is the single largest database of C&T distributor store shipments covering 100K+ SKUs and 80,000+ retail locations. Services provided include:

- **Store/SKU level Database:** For sales execution strategies – store level distribution/gap filling, rebate program tracking, core item tracking, MVE tracking, etc.
- **Total Distributor Database:** For measurement of own and competitive sales activity at the total distributor level – primarily for distributor and competitive performance measurement.
- **C-Metrics Database:** A projected sample of 35K+ convenience stores to provide a total US and regional view of own and competitive performance.



InfoMetrics distributors, including 19 of the top 25 selling C&T distributors: H.T. Hackney, Harold Levinson, S. Abraham & Sons, J. Polep, Chambers & Owen, Imperial Trading, J.T. Davenport and Pine State Trading, cover over 35% of C-store sales in the US. Data from non-participating distributors such as McLane, Core-Mark and Eby Brown can be integrated as required.

Store/SKU Level Data Service

The Store/SKU Level Data service provides access to detail store level data on a weekly basis. Using over 80K+ retail outlets and 92 + distributor warehouse sites, this database provides:

- Tracking Store / SKU level unit volume and dollar performance – across all NACS Categories and sub-categories.(excludes DSD sales)
- Tracking performance across various geographic elements, such as regions, states and store types.
- Tracking retail and wholesale incentive programs at the store/ SKU level - measuring compliance and rebate accruals.
- Category Management reports for SKU Rationalization, Distribution / Void Opportunity assessment by SKU, store targeting based on volume and other criteria, key metrics tracking charts.

Store/SKU Level Data: Benefits & Value Proposition

- Ability to track and measure performance at the store/SKU level.
- Ability to track and monitor core item distribution performance.
- Ability to detect distribution voids and gap filling opportunities.
- Managing and tracking broker incentive payments and performance – and broker handheld ordering.
- Optimize sales force execution and performance using store level benchmarks.

InfoMetrics Store/SKU Level Data Service affords the manufacturers a visibility into a “holistic” supply chain which assists towards developing strategic and tactical agendas. This ability further enhances sales execution; performance results and trade spend efficiencies.

The Gold Standard: “Holistic” Supply Chain Performance

CONTACT US

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