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Company Overview

LumiData – See the opportunities. Realize the results.

Contending with the demand for demand data

The consumer goods industry has no lack of retailer demand data - collected to ensure that consumers can purchase what they want, when they want it. And the primary task of analyzing this data falls - not to the retailer - but to sales teams of the consumer goods producer. The task has, figuratively speaking, been outsourced to sales teams because of the vast number of products and producers a retail buyer must contend with.

And demand data is - demanding. The data can be difficult, and most certainly time-consuming, to collect. There's lots of it - in a wide variety of formats - making it cumbersome to organize and analyze. And the data is presented in a 'language' particular to the retailer. Now picture the wide variety of retailers a consumer goods company works with - and you begin to see the difficulties upstream and downstream sales teams face.

Bridging data and decisions - on demand

LumiData, a demand intelligence specialist for consumer goods companies, develops software solutions and applications that seamlessly aggregate, organize, analyze and translate retailer demand data as quickly as possible. We don't simply collect data for customers, we continually develop new ways of looking at, and reporting, data with innovative algorithms that illuminate opportunities and narrow down issues.

LumiData's SOLYS is a demand intelligence solution that aggregates disparate sources of demand information and provides customers with the opportunity to comprehensively examine that information from every angle. SOLYS allows users to create customized reports that both the consumer goods company and the retailer can understand - fostering communication between provider and buyer that benefits the consumer by meeting ever-changing consumer demand.

Sharing beneficial expertise to grow business

Our expert team - with a combined 50 years of experience in sales and marketing, retail merchandising, distribution and information technology - continually partners with organizations to understand how their business works, what they need from their varied data sources, and how best to communicate that information in easy to understand reports. This not only provides our customers with solutions designed specifically around their needs, it gives us insights into evolving trends in the consumer goods industry. We share our innovative experience and research in our Insight Series - concise presentations of industry best practices and trends - and offer succinct summaries of SOLYS illustrating tips and tricks that help customers glean more value from SOLYS.

We also contribute as a voice to the national consumer goods industry dialogue. LumiData is a project sponsor of AMR Research's project to uncover and understand the best practices in leveraging enterprise data, master data, downstream demand data and enterprise architecture for improved performance in the consumer products industry. This opportunity will provide us - and our customers - with further insight as to how the industry will evolve demand data opportunities.