

SOLYS Overview

LumiData – See the opportunities. Realize the results.

The challenge — meeting consumer demand

To understand SOLYS, you first need to understand what is expected of consumer goods sales teams in order to meet the expectations of their retailers and, ultimately, the demands of their consumers. At the very least, retailers expect a sales team manager to ferret through reams of demand data, translate it from the retailers language into that of the consumer goods organization, analyze sales trends and make strategic decisions that help retailers effectively satisfy their consumers.

Data collection alone can take *hours*. So much time, in fact, that little time remains to focus on what the information means. What that means to the consumer is that their evolving needs and demands aren't met in a timely manner — everything from inventory and shelf placement to promotions is affected when consumer goods companies and retailers can't respond quickly.

The solution — quickly identifying and understanding consumer trends

LumiData's SOLYS software solution delivers seamless and actionable point-of-sale information to *all* members of the consumer goods sales team — downstream and upstream business functions. Nimble, comprehensive, and flexible, SOLYS is designed to work — and communicate — with any retailer organization and with a diverse array of data sources and formats. With the SOLYS solution, consumer goods organization can quickly identify issues and opportunities, share their insights with retailers, and effectively address evolving trends in consumer demand.

Just how does SOLYS do this?

!∇ **Transforms hours into minutes.** SOLYS quickly gathers, analyzes and organizes disparate retail information into usable and understandable formats.

!∇ **Translates a retailer's language into one's own.** SOLYS promotes greater understanding, transforming retailer data into consumer goods *information*, in a language a consumer goods organization can comprehend.

!∇ **Provides all members of the sales team access to the data.** Shared responsibility for analyzing consumer demand information means consumer needs are examined from every angle, by many people. Decisions are then made in a synergistic, timely manner.

!∇ **Gives sales teams the opportunity to ask 'What if?'** This spurs innovative discussion providing keen insight into the evolving needs of consumers and clear indications of where needs are not being met.

User-friendly report generation. Customizable reports increase communication within the organization, as well as communication between the retailer and consumer goods organization, so that consumer-friendly decisions can be swiftly and effectively executed.

SOLYS is the solution — one that bridges the gap between retail data and decisions that evolve to meet consumer needs and demands.