

# All Your Sales and Marketing Analysis in One Place



**THE PROBLEM:**

Multiple data sources  
+ Multiple departments  
+ Multiple analytics needs

**THE SOLUTION:**

TABS Total Insights®  
integrates and harmonizes  
everything into one portal

# Why Do You Need A Data Analytics Suite?

Because Big Data = Data Overload

- Maximizing insight from an abundance of data sources is one of the biggest challenges for consumer goods companies.
- When multiple departments are involved, the challenge gets bigger since there's no centralized way to look at data from the silos that often develop.
- Then, the analytics usually don't scale well since some constituents look only at descriptive reporting data, while other teams use predictive modeling.

## One-Stop Analytics

We solve the data overload problem by bringing together the four key sales and marketing areas: Category Management, Trade Promotion, Consumer Insights and Account Sales data.



## TABS Total Insights™ = Positive ROI

Leverage all your data with the only CPG analytics platform that brings all of it together into a harmonized, scalable business analysis tool.



TABS | Total Insights™

