

HARNESSING THE RIGHT SOLUTIONS AT THE RIGHT TIME



Exceedra by TELUS is the largest global pure play consumer goods solution provider that strives to continually create business value for our clients. We equip consumer goods companies with smarter sales and distribution capabilities that improve agility, increase efficiency, and enable better decisions, in order to increase profitability. We provide assurance that our clients are partnering with a trusted industry expert that understands their business and is committed to continuously driving value for their company.

CONSUMER GOODS CHALLENGES

Adjusting to a changing marketplace

Today's consumer goods companies need to adapt to omni-channel shopping options, the growth of small brands, changing consumer behaviors, globalization, and the need for big data analytics.

Lack of harmonized data

Seventy-six percent of consumer goods companies report having challenges with foundational data despite the growing need for single set of data that can integrate planning and execution across the enterprise.

Integrating the value chain

The interconnection and digitization of products, business models and value chains are key factors to achieving the agility and responsiveness necessary to meet customer needs, maximize revenue, and reduce costs and inventory.

TPM and RE alignment

Manufacturers and retailers spend significant amounts of time and money on trade promotions, yet when promotions are not executed as negotiated at the store level, both teams are impacted.

EXCEEDRA SOLUTIONS



Sales & Distribution Solutions

Trade Promotion Management/Optimization (TPM/O)

Exceedra TPM/O solutions support a collaborative S&OP process to give you real-time visibility to the latest estimates across sales, marketing, finance, demand, and supply planning. Now you can turn a cost of doing business into an effective marketing tool that will increase sales and finance productivity, improve forecast accuracy and organizational alignment, reduce revenue leakage, and deliver a better return on your trade investments.

Retail Execution/Direct Store Delivery (RE/DSD)

Exceedra RE/DSD is a mobile, flexible, and robust software solution designed to monitor, measure, and improve performance at the store level. Leveraging the latest technologies on both the mobile and management side, this SaaS solution is designed to enhance Perfect Store execution as well as field efficiency. With a vast set of features and functions solution cover all angles of your product strategy. Ensure the right position, with the right price, at the right time and the best experience for your end consumers. Exceedra RE/DSD equips your field sales teams to effectively execute promotions and assortments, improve guided selling, and better align with the head office to ensure the right product is on the right shelf at the right time to reduce costs and increase sales, maximizing your opportunities of revenue in all channels.

TPM Foodservice

Exceedra Foodservice Trade Promotion Management Solutions deliver proven SaaS applications providing at-a-glance, dynamic information for every aspect of your trade spending. Our experienced Foodservice Professionals deliver true end-to-end Solutions and Services supporting the most complex go-to-market strategies in a simplified, easy-to-use contract management tool.

Our clients have seen benefits such as:

- 10-20% improvement in Trade Investment ROI.
- Forecast accuracy +10% annual planning cycle time reduced.
- 40-50% decrease in stock outs.
- Improve sales from better execution on promotions and store execution.
- Improve revenue leakage from customer P&L, audits, and claim resolution.

Supply Chain Solutions

Exceedra supply chain solutions take a data-driven approach to managing and optimizing the complexities of supply chain execution. Our solutions support a collaborative S&OP process to give you total visibility to the flow of information, services, and goods to deliver faster inventory turns, optimize warehouse space, improve cycle counting, and reduce labor costs and paperwork.

Our clients have seen improvement in:

- Inventory and dispatch management
- Volume planning
- Demand forecasting and sensing
- POS data management

Analytics & Data Management

Exceedra Discovery analytics are purpose built, customizable BI solutions designed to unify disparate data sources into a single dataset so you can make better, more informed decisions. By combining your data with best practices and expert insight, our solutions help you identify more opportunities, improve allocation of TPM investment, elevate partnership collaboration, reduce reconciliation time, and increase overall accuracy, timeliness, and efficiency.

Our clients have seen improvement in:

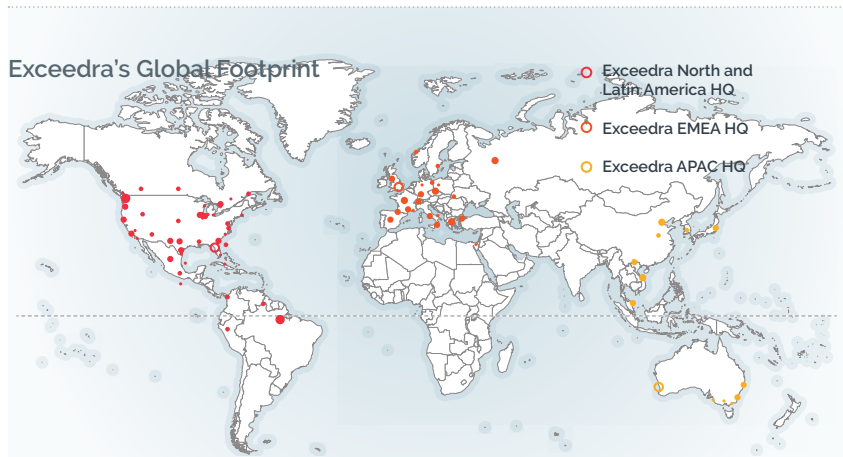
- Enterprise-wide data management
- Data security
- Operational decision making
- Alignment between field and head office

Services & Support

Exceedra is committed to delivering continuous value to all our customers. We partner with every company we serve so we understand the nuances of your business. Then we tailor our services and support to meet your needs in the most effective way possible. We foster ongoing relationships with you so all our solutions and support services are key value generators for your business and provide compounded returns over time.

Benefits:

- Increased profitability and accelerated growth
- Strategic value assessment and measurement
- Actionable recommendations
- Transition continuity



At Exceedra, we have more than 500 employees and clients in 26 countries around the world. Our global perspective allows us to combine industry best practices with the nuances of local marketplaces to deliver the right solutions and services to any consumer goods company no matter their size, maturity, category, route to market, or geographic location.

Exceedra Differentiators



Total focus on consumer goods industry

We are 100% focused on solving consumer goods business challenges in planning and execution. All our solutions and support services are intentionally designed to drive value for consumer goods companies and optimize all routes to market.



Largest pure play consumer goods software provider

We offer a wide portfolio of integrated sales and distribution solutions that provide the depth and breadth to drive revenue for any consumer goods company no matter their size, maturity, route to market, category, or geographic location.



Culture of partnership and value creation

We foster strong customer relationships built on partnership, collaboration, and trust to ensure all solutions and support services are key value generators for your business today and provide compounded returns in the future.

"Exceedra continues to have a strong year over year trend in terms of both client retention and growth. Exceedra has a strong blend of analytics, usability, and industry expertise; we often don't see this balance in other vendors."

The Promotion Optimization Institute (POI)



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