



The Success Story of Market6 and Birdstep

Market6, through the use of RDM Embedded (RDMe) enabled one of its customers, a leading beer manufacturer, to increase its sales through reduction of out of stock items through more accurate stocking. RDMe contributed to this success by enabling Market6's DemandChain Information Factory to process a huge amount of daily input of retailer Point of Sale data and "consumer demand drivers" (such as weather forecasts, sporting events, and retailer promotions) and convert that data into a forecast of what that beer company will sell in each store over the next several days. The beer distributor uses that consumer demand forecast with its distributors to calculate what to put on each truck servicing those stores. As a result, the distributor has a much more efficient ordering process that is also less likely to over or under order the appropriate amount of inventory for each delivers. The results- "out-of-stocks" (situations when the consumer wishes to buy the product, but it is not on the shelf) have been reduced by about 50%. This has lead to an increase of approximately 4% in sales where the DemandChain Information Factory Technology is used.

Description of Market6

Market6 develops systems and services that help major CPG marketers and retailers achieve new supply chain and promotional efficiencies through the use of modern retailer Point of Sales (POS) data and collaborative activities.