



APERITY
NETEZZA IN ACTION

Providing CPG Sales Forecasts for 18+ Months with 95% Accuracy

The ability to precisely track and forecast marketing and sales is essential to the success of retail and CPG companies, especially with today's pressures to stay nimble and keep operating expenses to a minimum. Without accurate and timely reports, a company may miss distribution opportunities, misread market changes, completely overlook competitive activity, and ultimately lose money. Aperity, a provider of various business intelligence tools, sought to create a tool specifically for marketing and sales personnel that might offer a solution to avoid this specific and potentially very costly problem.

The solution? Aperity's iSalesBrandManagement™ tool.

Aperity formed partnerships with Netezza and Fuzzy Logix to develop its groundbreaking iSalesBrandManagement tool. It selected the Netezza data warehouse appliance due to its ability to run complex analyses extremely fast and its simplicity to get up and running quickly without requiring ongoing maintenance or high operating costs. Fuzzy Logix completed the puzzle, as a member of the Netezza Developer Network that has developed an in-database computation engine called DB Lytix™ to run extremely complex analytics on the Netezza appliance.

Realizing the power of Netezza, Aperity launched its services utilizing the Netezza platform. The company needed a data warehouse that could be fast, accurate, and cost-effective—Netezza was the best choice. By implementing the Netezza data warehouse appliance, Aperity was able to achieve its goal of having a query response time of 20 seconds or less and run complex analyses, while performing very little maintenance on the system to keep it running day after day.

And with Fuzzy Logix's in-database analytics, Aperity has extended its iSalesBrandManagement solution – a tool that delivers highly accurate forecasts on more than 500,000 stores in minutes. Using the tool, salespeople can target stores where brands may be slipping or find new opportunities based on future competitive activity. CFOs can rely on forecasts, since they are based on consumer demand and actual data, as opposed to the whims of their sales force.

Now, Aperity delivers this leading edge solution to sales and marketing professionals in the CPG industry for retail distribution and channel management. The iSalesBrandManagement tool allows companies to precisely anticipate retail trends **more than 18 months in the future – often up to 24 months – with better than 95 percent accuracy.** Having this kind of insight is extremely valuable for sales and marketing professionals looking to predict and prepare for changes in the market.



Company Profile:

- **Aperity:** provider of business intelligence solutions solution leveraging industry-leading technology in data warehousing, database platforms, hardware, and portal technology.
- **Key Partners:** Fuzzy Logix, MicroStrategy, Netezza
- **Clients:** Retail & CPG companies

Business Challenges:

- Difficulty forecasting future sales, especially in turbulent economic climate
- Merchandising and operational decisions based largely on intuition

Application:

- iSalesBrandManagement™: predictive analytic solution providing greater than 95% accuracy on forecasts up to 24 months in the future

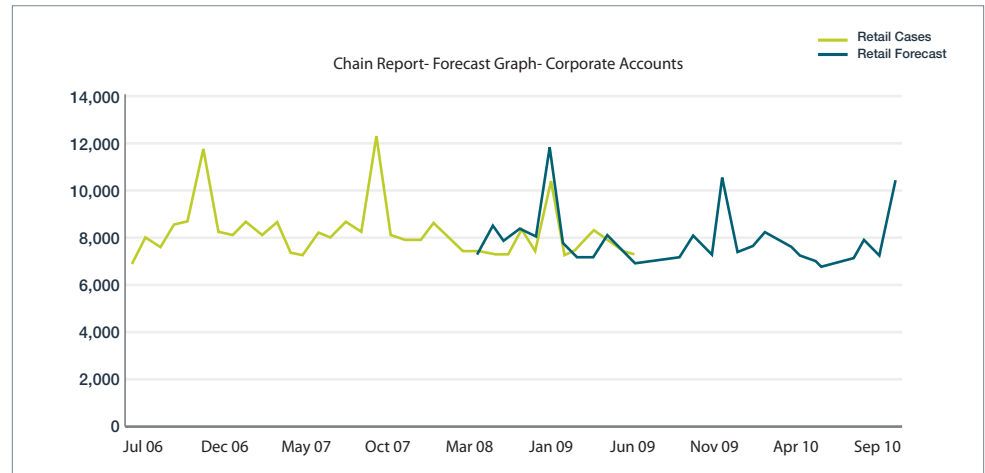
Solution Benefits:

- Highly accurate forecasting on more than 500,000 stores in minutes
- Facilitates precise inventory management to prevent over or under stocking
- Enables data-driven operational optimizations on a daily basis

“Aperity gave us a formalized fact based, strategic approach to sales and distributor management where we were able to finally deliver a single version of the truth throughout our organization.”

Fortune 100 CPG Company

Aperity's implementation shows how bringing together data warehouse appliance technology, business intelligence, and customized business applications can create a solution that delivers not just nominal reporting, but more valuable predictive analysis. Clients using iSalesBrandManagement are able to look back over past trends and also anticipate future trends with an extremely high degree of confidence. By utilizing the tool, sales and marketing professionals are able to uncover gaps and opportunities in retail distribution, and maximize profitability for their brands.



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About Netezza

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Japan, Korea, Australia and Singapore.

For more information about Netezza, please visit www.netezza.com.