

Generating insights from SAP BW just got easier!



In today's competitive environment, leading consumer goods companies are leveraging all the data they have to maximize their sales potential in the market. Category Management and Consumer-Centric Merchandising rely on effective analysis - Who is buying what, where, when and why?

Smart Analysis Builds Sales and Relationships

AMR Research says that "while 70% of consumer goods companies collect downstream data, less than 3% can use it actively to sense and shape demand." There is a tremendous opportunity for you to gain competitive advantage by using your data to develop these insights on what is working best, and sharing those insights with your retail partners. It helps build trust and relationships, and helps you both increase sales.

- **Close Sales Faster** by engaging customers in insightful, strategic discussions based on insights from your data
- **Increase Sell-in Success** by presenting customized, fact-based, sales initiatives and programs
- **Increase Productivity** by automating data analysis, presentation development and distribution



Leverage your SAP Business Warehouse with XP3

XP3, from Interactive Edge, is a powerful data analysis and presentation authoring tool fully integrated within Microsoft® Office. XP3 enables users to leverage disparate data sources, conduct powerful category management analyses and then quickly and efficiently generate hundreds of highly customized data-driven presentations.



XP3 extends the footprint of SAP BW to the laptops and desktops of information workers throughout your organization. "Out of the box" integration between XP3 and SAP BW gives XP3 users the power to create and interact with visually stunning, data-driven presentations - right in Microsoft® PowerPoint. Powerful initiatives like Category Management, Fact-Based Selling and Executive Reviews become turn-key with XP3's ability to flexibly put SAP data in the hands of customer facing sales and relationship managers.



About XP3

XP3 is flexible and dynamic, easily deployable in any environment and fully scalable to your needs. Layer XP3 Presentation Builder over your existing data warehouse such as SAP Business Warehouse or Microsoft Analysis Services, or leverage XP3's full functionality by implementing its intuitive data loading and integrated data warehouse functionality to meet your information management needs.



Leverage All of your Data Sources

XP3 provides the capability to integrate data from multiple data sources - POS, shipment, loyalty programs, demographic and syndicated data from IRI and ACNielsen, quickly and easily. A single analyst can quickly use XP3 to define and conduct product performance analysis incorporating multiple data sources, and then easily customize presentations for distribution to the customer facing sales and relationship managers.

Automated Production for Efficient Distribution

Automation is critical to distributing best-in-class thinking. XP3 can automate iterative generations of a data-driven presentation across multiple business scenarios, distributing best-in-class thinking and a consistent brand image throughout your organization.

About Interactive Edge

Interactive Edge develops data solutions that put the right information in the right hands at the right time. Interactive Edge is a Microsoft Certified Partner and is certified by SAP for NetWeaver® integration. Year after year, Interactive Edge is the recipient of numerous awards including Consumer Goods Technology Magazine's "Best in Class" and "#1 in Customer Experience."

Interactive Edge's global customer base includes many Fortune 500 consumer products manufacturers, including Abbott Laboratories, Anheuser-Busch, Cadbury Schweppes Americas Beverages, Diageo, OSRAM Sylvania, and Playtex Products. For more information, visit www.interactiveedge.com or call 800-961-9296.



**Voted #1 in Customer Experience
Two Years in a Row
Best in Class in Sales Force
Automation & Analytics**