

Running Blind in Foodservice?

Unlike their retail counterparts, foodservice manufacturers have very little visibility beyond the distributor into where their products are sold. Without market visibility, it is difficult for manufacturers to answer basic business questions, such as:

- Who are our ultimate customers, which products are they buying, and how much? Compared to last year?
- Who is not buying?
- Is our program spend giving us the results we want?

The Organizational Impact

Without market visibility, organizations suffer greatly. Unfocused trade spend efforts get expensive. Sales programs are frequently overpaid. Sales call efficiency can drop up to 50% as calls are spent resolving deductions and reconciliation around compliance¹. Lack of market visibility has a huge impact on the manufacturer's business.

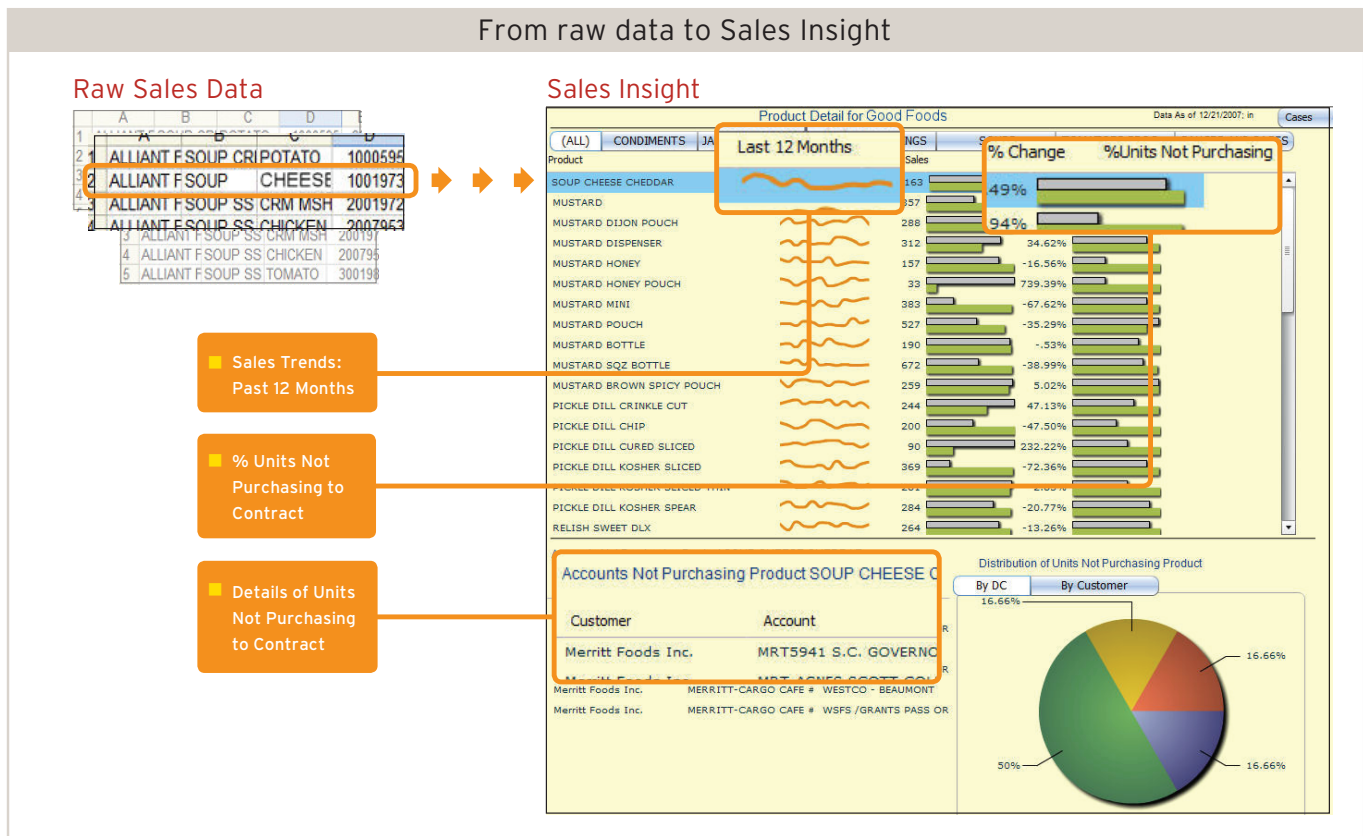
The Crux of the Issue

At the core is a lack of timely, meaningful insight into your markets that you need to focus your trade spend programs, improve contract compliance and discover fresh sales opportunities; insights available to you in time to understand, analyze and take action.

The Solution: On-demand, On-time Sales Intelligence

iTradeNetwork (ITN) Sales Insight helps sales executives gain visibility into sales program performance, improve compliance, identify new growth opportunities and enhance trading partner relationships.

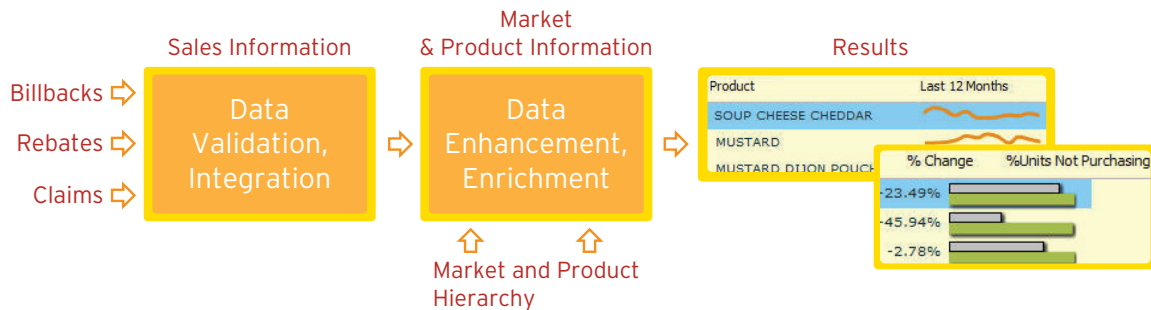
Delivered as a hosted solution, ITN Sales Insight removes the burden from sales executives having to sift through mounds of data to get to the critical information they need to make better business decisions.



- Sales Trends: Past 12 Months
- % Units Not Purchasing to Contract
- Details of Units Not Purchasing to Contract

How does ITN Sales Insight work?

ITN Sales Insight is based on ITN's proven data services to assemble, clean, and process raw data, then enrich and attribute it with your product and market hierarchy. The data is then presented in a way that you can quickly understand and act upon.



The Impact to Your Business

ITN Sales Insight provides key stakeholders throughout the sales organization ready access to the actionable insights they need to hit their performance goals and help the company achieve its overall strategic objectives.

- Assess trade spend effectiveness: Focus sales resources on the right areas, benchmark program performance, identify under-performing regions, accounts, and categories
- Improve contract compliance: Flag opportunities to increase participation in contracted programs
- Identify opportunities to grow sales: Locate new business opportunities, monitor progress against sales targets
- Enhance trading partner relationships: Be fully informed about your market, improve negotiation quality with operators and distribution partners

Why is ITN Sales Insight better?

- 1. ITN Sales Insight uses meaningful data.** Over 15 years, ITN has perfected the entire data acquisition-to-delivery process. You can be confident of the accuracy and timeliness of the data that powers ITN Sales Insight.
- 2. ITN Sales Insight delivers meaningful analysis** with rich, data that helps executives view inter-relationships and draw meaningful insights.
- 3. ITN Sales Insight delivers meaningful presentation of market information.** ITN Sales Insight does away with mind-numbing spreadsheets and presents information in interactive visuals and context-sensitive graphics. When you select a new top-level data source, downstream graphics dynamically change to display relevant sales metrics on product, sales trends and YOY changes. It's a quantum jump from traditional static reports.

¹ AMR Research, 2006



5959 West Las Positas Blvd.,
Pleasanton, California 94588

Phone: (650) 645 - 2600
Fax: (650) 645 - 2601

www.itradenetwork.com

For More Information

For more information call 888-467-8455 or email sales@itradenetwork.com

About iTradeNetwork, Inc:

iTradeNetwork, Inc., (ITN) is the leading global provider of on-demand supply chain management and intelligence solutions to the food industry. Built upon deep industry expertise, a rich data foundation and the industry's most extensive trading partner network, ITN's collaborative solutions allow distributors, manufacturers, operators and retailers of all sizes to reduce cost, grow revenue and strengthen trading partner relationships. Today, ITN's growing customer list includes over 5,500 global companies such as Ben E. Keith, BidVest 3663, CKE Restaurants, ConAgra Foods, Inc., General Mills, Kroger, Independent Purchasing Cooperative (IPC) for SUBWAY®, Intercontinental Hotels, Safeway, Sodexo, Sysco and UniPro. ITN has offices in Pleasanton and San Mateo, California, Boise, Idaho and Stokenchurch, Great Britain. For more information, visit www.itradenetwork.com.

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