

machine level information

MANAGEMENT SCIENCE ASSOCIATES, INC.



 **IntelliVen™**

Vend Data Services

Automated Information for the Automatic Merchandising Industry

IntelliVen – Vend Data Services

MSA offers a machine-level sales data reporting system for the vending industry. Sales data is collected at the item-level from vend operators on each service visit and sent weekly to MSA, where it is cleansed and subjected to thorough quality checks.

❖ **Sample Size** – National coverage with over 20,000 snack & confection machines

❖ **Analytically Sound** – Over 3 years of statistically sound machine-level data

❖ **Robust Product Diversity** – Categories developed resulted in industry standards for Confections and Snacks

❖ **Representational Coverage** – Coverage in all major metropolitan markets

❖ **Unparalleled Cleansing** – Unparalleled cleansing using MSA's trademark process known as the data@factory™

❖ **No Biases** – Diverse data sources remove exclusivities and biases



Solutions

❖ **Determine Product Distribution** – Simply put, you cannot sell items if they are not in distribution. Identify distribution gaps and potential “sweet spots” in the industry.

❖ **Optimization** – Identify the correct product mix by machine location and consumer purchasing patterns.

❖ **Selling Price/Elasticity** – Determine what price will be supported across various Classes of Trade.

❖ **Competitiveness** – Compare your product to key competitors within the category in relation to a particular Region and/or Class of Trade.

❖ **Reveal True Item Strength** – Analyze the weighted distribution and volume associated with turns to identify high velocity products and suggest more spirals or more frequent service visits.

❖ **Insight into Geographical Trends (Regions, Class of Trade, Sub-Class of Trade)** – Access not only regional trends, or trends within classes of trade, but identify differences between elementary and secondary schools, between small and mid-size plants, or between newsstands and restaurants. Only with this level of detail can you effectively execute fact-based strategies throughout the vend channel.

Features

Data

MSA's vend data services allow product suppliers, distributors and operators to develop customized metrics based on their needs. The various data dimensions are: geography, brand, measure and time.

❖ **Geography** – MSA's vending data is available at different geographic levels classified into region and trade class. For a more in-depth analysis, machine-level data is also available. Machine-level information can provide insights about the variations within each region and trade class.

❖ **Brand** – Besides offering custom aggregates for industry-standard categories, MSA's vend data services also provide more detailed information that can be broken down by item-level.

❖ **Measure** – MSA's vend data services offer the measures most commonly used for marketplace measurement like dollars, units and distribution. Customized measures like turns, velocity and brand development index can also be made available upon request.

❖ **Time** – MSA's vend data services provide monthly, quarterly and yearly reports. In addition to MSA's deliverables, this service allows you to further break down the information at a weekly level. Historical data is readily available that can be broken down at a weekly level for 3 years.

Technology

Data is delivered through a number of reporting tools. MSA's various proprietary reporting and data broadcasting tools allow quick and easy access to secure data over the public internet via password authentication. Data delivery is not limited to MSA's proprietary software. To compliment your internal system and effectively meet your needs, data can also be delivered using standard tools like Microsoft® Office Excel workbooks and flat data files.

Analytics

Today, MSA's unparalleled, machine-level sales reporting system helps its client base answer these and other key questions:

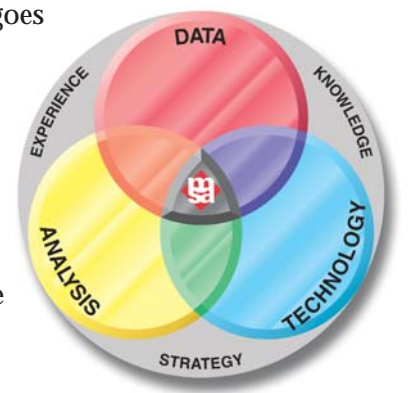
❖ Which of my items are gaining by geography or class of trade?

❖ What is my share of the category in comparison to that of my key competitors?
 ❖ In machines where my product has distribution, what percent of machine dollar sales does my product represent?

MSA analytics can also give you further insights about your brand performance such as:

❖ Why is a product not performing according to expectations in the machine?
 ❖ Are my products cannibalizing each other when placed within the same machine?

MSA measurements such as turns, distribution, dollars per machines and sales per week per spiral provide a view of the machine that goes beyond the standard reporting vantage point fusing quantitative and qualitative measures.



About MSA

Since 1963, MSA has firmly established itself as the foremost developer and supplier of effective data solutions to manufacturers and distributors within the various CPG trade channels, including the vend channel.

MSA's ability to provide integral solutions across trade channels is driven largely by its recognition and consideration for the unique qualities inherent in each channel.

MSA knows that all channels have their quirks; the challenge is to balance those unique qualities with proven sales and marketing expertise.

MSA's core business competencies are the analysis of consumer buying behavior, business analysis, knowledgeware products, media and information management solutions.

MSA is headquartered in Pittsburgh with offices in New York; Chicago; Atlanta; High Point, NC; China; United Kingdom; and Malaysia.

For more information on how MSA can help you promote directly to the vending industry on the web, contact us at 1-800-MSA-INFO or e-mail us at info@msa.com



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