

# Value Proposition

## CP CONDUIT + STRATEGIC SUPPLY CHAIN GROWTH

### *The challenge*

Utilizing big data in today's food environment has become essential, but it is as much an art as a science; nowhere is that more apparent than the produce department. While few retailers would confess, the produce department is easily 10 years behind center store, in using data strategically versus tactically. Often times, produce managers make decisions based upon previous activities, making produce a very transactional and, at times, predictable business.

Most retailers sufficiently manage their produce categories based upon margin expectations, shrink control, FOBs or next week's ad. They know their businesses but tend to benchmark against themselves; falling short of adequately developing a category based upon the changing market, consumers, trends or competitive factors.

Additionally, most suppliers take an "our" perspective to category development; meaning "our products can help you grow the category" versus strategically planning to develop the category and then participate in the growth.

### *The solution*

Category Partners (CP) takes a different approach in helping the supply chain make fact-based and comprehensive business decisions, by using its original software – CP Conduit – to integrate various data sources into custom and valuable views. Such information allows senior decision makers – retailers and suppliers – to identify issues and opportunities, make accurate and timely decisions/recommendations and determine next steps. This increases efficiencies, business value, relationships and, ultimately, distribution and sales.

### *The value*

- **Suppliers:** CP Conduit provided strategic decision makers at Wada Farms and Farm Fresh Direct (two leading potato grower/shippers) the ability to view the breadth, depth and health of their businesses; instantaneously, clearly and in near real time. Decision makers can see what is happening – why – and better organize their teams in response. CP Conduit has created an environment that drives cross-departmental cohesiveness and a common language, from top to bottom. CP Conduit allows senior executives to act with analytical savvy, without statistical or Excel expertise
- **Retail:** CP Conduit delivered retail category teams (executives to department managers) the ability to turn on-the-fly insights into action, without spending hours or days crunching numbers or pulling staff from mission-critical analyses (or other forward-looking analytical activities). This has greatly reduced the planning and response cycles for senior decision-makers.

As a result, CP has been named category advisor – and helped strengthen category sales and volume, via dynamic supply chain and consumer-focused programs – to some of the largest U.S. retailers; including Walmart, Sam's Club, COSTCO, Safeway and SUPERVALU, to name a few.