

OUR MISSION:

In today's fast-paced and ever-evolving marketplace there is more data than solutions. BBU believes data is the solution, we are committed to incorporating retailer data into our decision-making process to drive business success.

THE OPPORTUNITY: Extend the surveillance of your data

1. PREDICTIVE ANALYTICS

Able to detect emerging trends and use predictive analytics to forecast future needs. Be **Proactive** vs Reactive

2. INVENTORY OPTIMIZATION

Understanding out of stocks at a granular level to ensure our ordering systems account for **UNMET DEMAND**

3. CUSTOMER BEHAVIORS

Provide insights into consumer buying preferences, enabling BBU to proactively adjust product offerings.

4. PERFORMANCE TRACKING

BBU can set benchmarks and goals proactively, intervening early when performance deviates from expectations rather than waiting for a monthly or quarterly report

THE ASK: Give BBU daily, item-specific point of sale data at the store level via API



What is API?

Application Programming Interfaces (API) are powerful tools that enable software applications to communicate with each other seamlessly. Opening the door for secure, efficient, & scalable data transfers.



Receiving Data at the Granular Level.

Instrumental in understanding evolving customer trends, as it provides immediate insights into customer behavior and preferences. By analyzing data as transactions occur, businesses can identify trends as they emerge, allowing for rapid response to changes in customer interests.

WHY BBU? Current integration of retailer data has been transformative, take the journey to new heights!



Data Activation, **NOT** Data Collection



Field team is equipped with cutting-edge data tools to pinpoint opportunity in stores



Solidifying the partnership, mutual trust and commitment to shared goals.

Data Fusion Partnership

Amplifying Analytical Power



1.

Extend Surveillance of Customer Data

Putting more eyes on the data to be able to anticipate and act in advance rather than responding to events after they occur.

2.

Share Data through API Integration

Why API? Overview of API and its role in data sharing

3.

Real Time Point of Sale Data

Market conditions can change rapidly, receiving the data at the granular level allows BBU to respond quickly to unforeseen events. (Weather, etc.)

Extended Surveillance of Customer Data

1

PREDICTIVE ANALYTICS

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INVENTORY OPTIMIZATION

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CUSTOMER PREFERENCES

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PERFORMANCE TRACKING

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Why API Integration?

1

SCALABILITY

Allows businesses to handle large volumes of data and user requests, scaling up as demand increases.

2

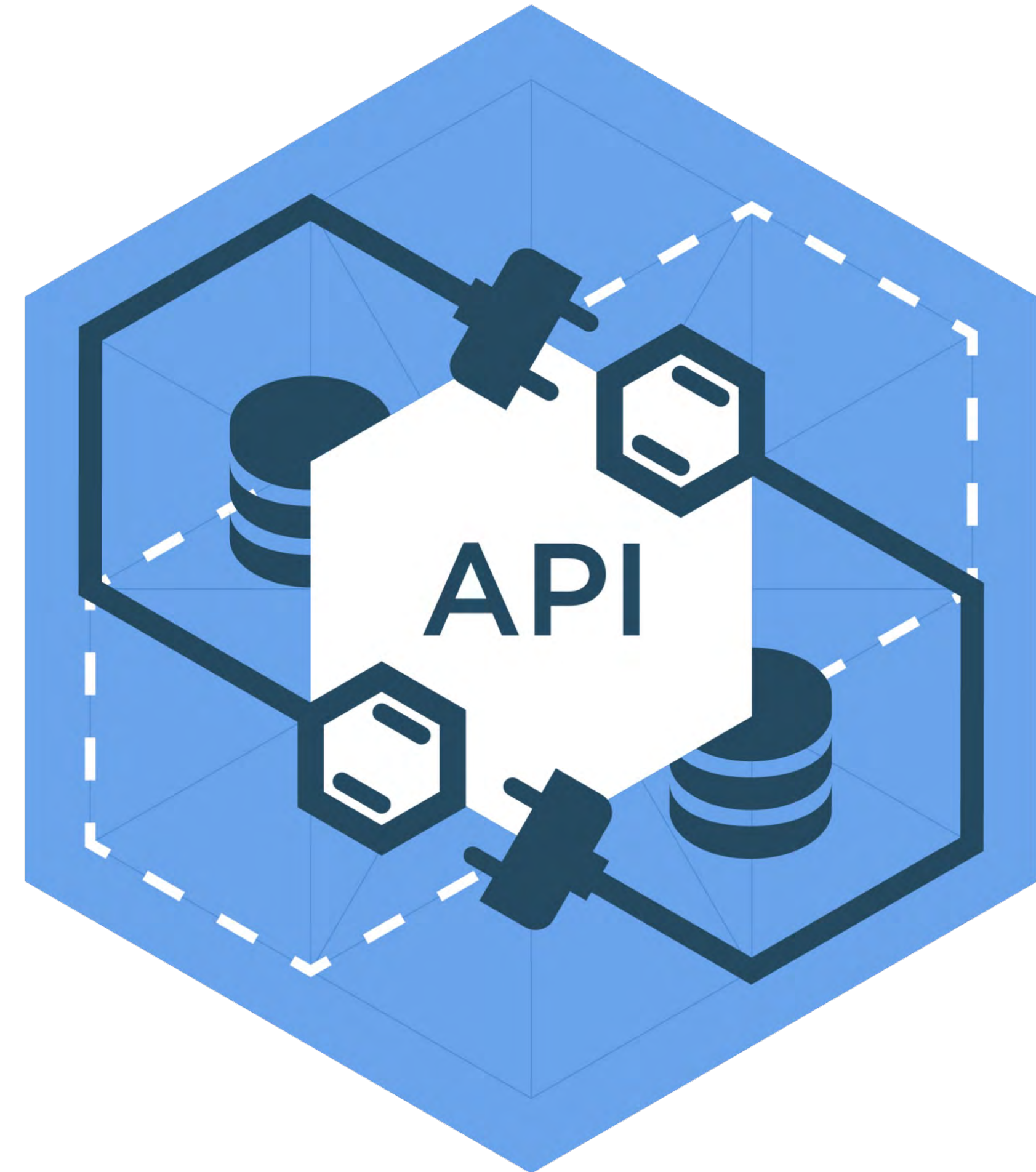
DATA CONTROL

Data providers can closely control what data is shared, with whom, and how it is used. Security in place to protect data.

3

EFFICIENCY (AUTOMATION)

Data can be transferred seamlessly between systems without manual intervention, reducing the risk of errors and saving time



Real Time Point of Sale Data

Instrumental in understanding evolving customer trends, as it provides immediate insights into customer behavior and preferences. By analyzing data as transactions occur, businesses can identify trends as they emerge, allowing for rapid response to changes in customer interests. Quick trend identification also aids in forecasting and planning for future consumer shifts, ensuring that businesses remain proactive rather than reactive in a fast-paced commercial landscape.

