

Kantar Consulting recognized by the POI for its unrivalled set of capabilities and unique proposition in retail execution.

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[Kantar Consulting](#), a global leader in sales processes automation for the CPG industry, received a positive assessment in the latest [Vendor Panorama for Retail Execution and Monitoring in Consumer Goods 2018](#) published by the Promotion Optimization Institute (POI).

This year's POI Vendor Panorama evaluates 21 vendors across the globe, identifies best-in-class capabilities and provides recommendations to help consumer goods companies to improve their ability to automate their retail execution processes.

Dale Hagemeyer, Partner at the POI comments "Kantar Consulting is taking Perfect Store to a new level by using:

- Retail iQ to deliver the right shopper and retail insights
- SKURAT/RichMix assets to determine the right product mix and planogram
- XTEL retail execution solutions to execute it
- Planorama image recognition capabilities to capture it
- XTEL retail execution solutions to track performance/incentives

It is an unrivalled set of capabilities in the marketplace with a combination of strong analytics and usability in a single offering with a single back-end."

Kantar Consulting's solutions are also distinguished as a best-in-class provider for "desktop UX", "gamification capabilities" and "data visualisation". Prized for excellent analytics, a strong roadmap that continues to press into key areas such as coaching, voice recognition, and retail activity optimization, and high client retention and excellent user references.

"Kantar Consulting will epitomize the balance between insightful and usable for a subset of the market that is looking to enable a mobile workforce to have the greatest possible impact. We believe it also has the potential to bring optimization capabilities to multiple business processes including: orders, van load, store segmentation, selling activities, and beyond. Kantar has the assets and data science expertise to make this happen in the short run". continues Hagemeyer.

"We are pleased to be recognized once again by the POI as a global player with a complete and unique set of capabilities in the marketplace" commented Suzana Dias, Group Solutions Director of Kantar Consulting Retail, Sales and Shopper Practice. "We help consumer goods clients to sell more, sell smarter and to be better collaboration partners and we have a real

commitment to delivering insights driven solutions to help our customers find growth opportunities in the marketplace and do more with less.”

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