



# Redslim

## Introduction to Redslim

August, 2024



## Key data trends



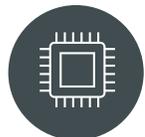
Data is becoming more critical



More fragmented data in silos



Increasingly data complexity



Acceleration in new technology

## Redslim manages critical and complex data

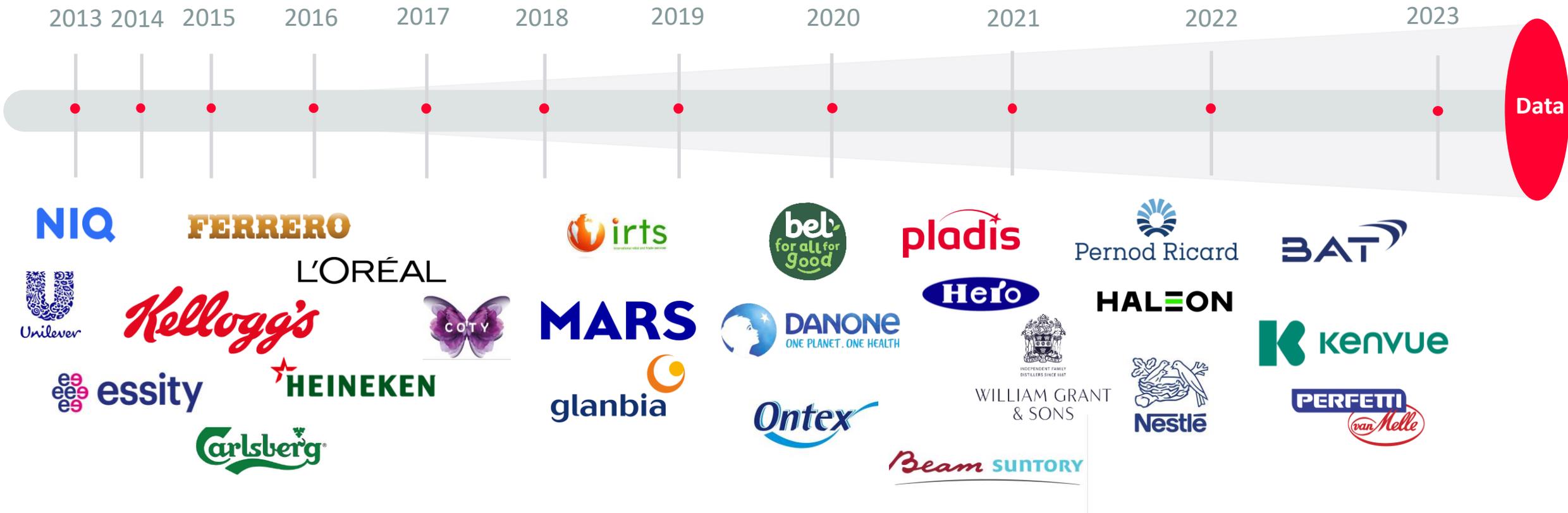


We simplify data management with agility, at speed and scale, enabling meaningful harmonised insights for data-driven decision-making for different personas, such as CMI, Sales, C-Suite, IT and Finance functions.



# Our growing client base

Increasing traction as the demands for data-driven solutions expand rapidly



Trusted by our expertise and approach, we establish long-run relationships with our clients

# Services to support users' journey from Data to Insights

Redslim will support the entire end-to-end process or selected elements, as per your needs.



## Ingestion

- Ingest data from multiple data sources
- Open to any format of data
- Transform data into standard structure

## Enrichment

- Follow global data standard
- Retain all relevant data points
- Add new harmonized attributes
- SMART coding|  
decomposition, innovation,  
price clusters

## Integration

- Integrate data across sources
- Enable cross-country, cross-category views through unified lenses

## Consumption

- Ready-to-consume data to be ingested in your systems
- Reporting and visualization

## Activation

- Report implementation
- Training Program
- Support with change management

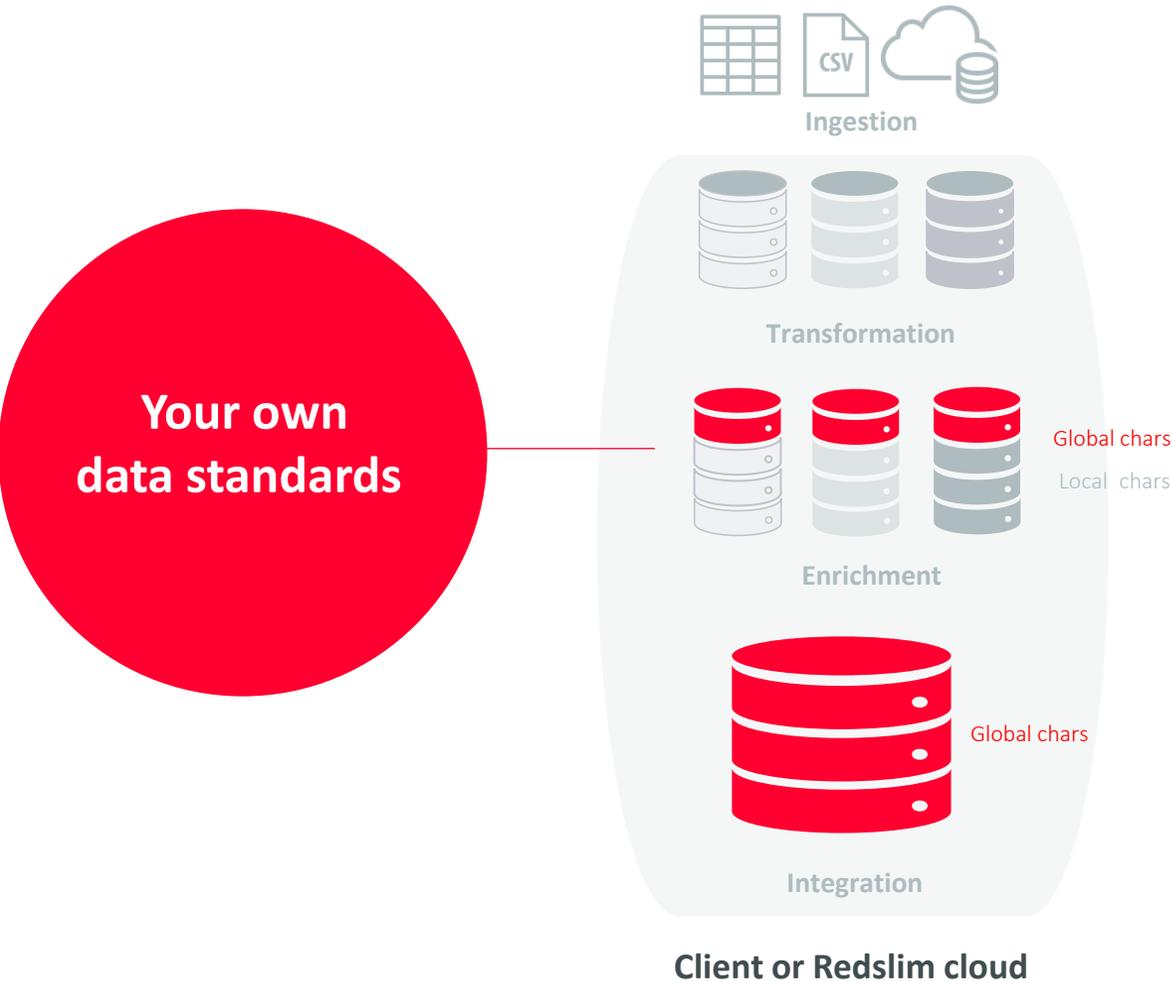
FROM DATA DISCOVERY...

... TO ONGOING SUPPORT

# Retain your definitions, having harmonized and original view by side



## How the technical process works



## Key elements of the Redslim approach

- Data agnostic** Accepting any repeatable datasets
- Compliance** Security towards data providers and your policies
- Cloud based** Process can run in either yours or the Redslim cloud
- Retention** No loss of any relevant native information.
- Adaptable** Business solutions and outputs fit for your needs
- Scalable** Ready to expand across new datasets and consumptions

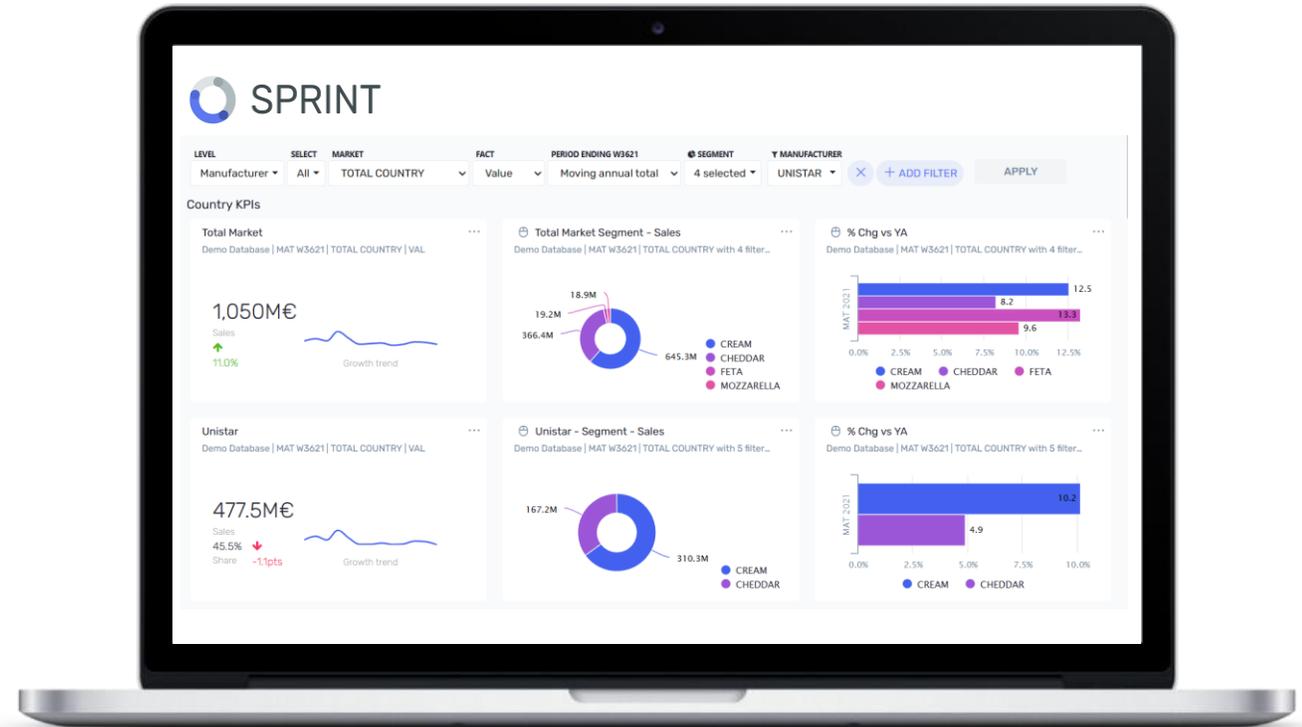
# About Redslim's data visualisation tool SPRINT



An intuitive, online market data access tool: think of drilling, filtering, slicing, sharing, and non-additive facts.

Central access to data from many agencies, at country level and consolidated across categories.

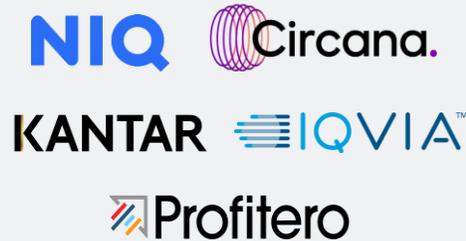
- Saves time: Redslim sets up the reports for you
- Flexibility to create own reports
- Options for ad hoc data retrieval
- Short lead times
- Powerful reports including sales decomposition innovation and price cluster analysis
- Best practice report library, but customization is also possible
- Fast report loading
- Harmonized and original views side-by-side
- Easy to switch to other databases



# Data providers and partnerships



## ACTIVE PARTNERSHIPS



- Dedicated Point of Contact
- Third Party Agreement (TPA) streamlined
- Minimized admin
- Laser focus on data access and delivery

## CPG



## Retail



## Retail Direct



## eCommerce



## On trade



## Pharma



## Luxe



## Media



and more...

# The use cases of defragmenting datasets



## Global Reports

Harmonization, integration and insights dashboarding of data across countries for regional and global views.



## Operational and cost optimization

Processes like ingestion and dashboarding can absorb lots of resources when they are sourced from different agencies. We standardize, leading to cost optimization.



## Standardization & policies

When you collect data assets from various agencies and places, they will always need to be brought to a standard format.

## Clean data for advanced analytics



Effective RGM, forecasting, price elasticity, Marketing mix modelling, AI tools, depend on clean and high-quality input data from multiple data sources.

## Adopting a user-friendly visualization tool



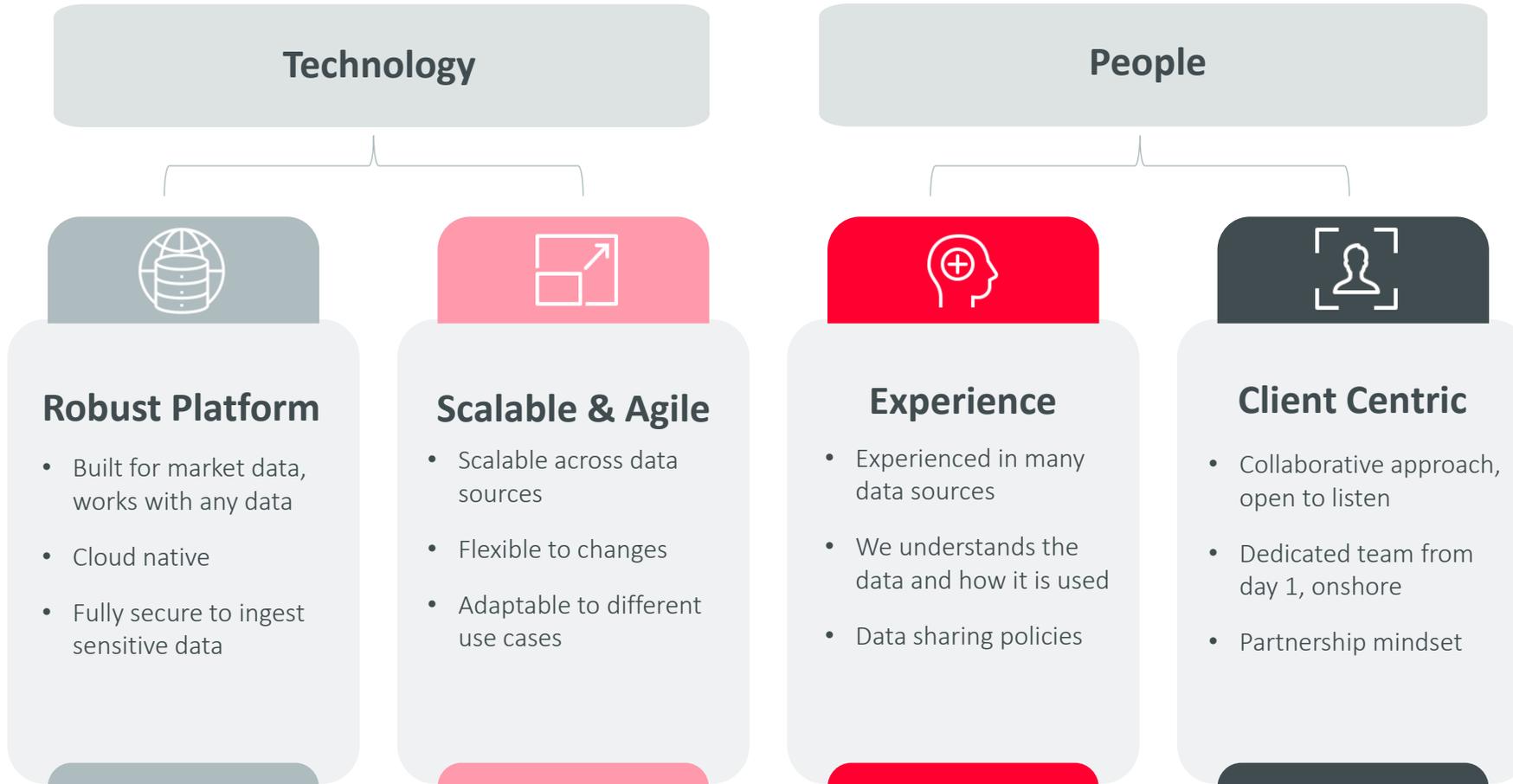
Need for solutions that allow fast set-up of reports, low maintenance costs and customization options.



## Meaningful total coverage

Bringing together data focusing on specific channels to create a meaningful total coverage, including Omnichannel, eCommerce, Retail direct data, and internal data. Extending both breadth of data type and depth of granularity in one place.

# What's more? We are Redslim!



# We care for what we do



"**Flexibility and agility** are key for the business, Redslim combines both!"

"Team are fantastic - responsive, knowledgeable, solution finders.  
**We trust you as partners 100%!**"

"Every single member of REDSLIM shares the same ethos on **Mutuality** with us and is very approachable."

"Data is always **delivered on time**, with the highest **accuracy.**"

**MARS**



L'ORÉAL

*Kellogg's*



**67**

Redslim has an NPS score of 67, whereas the professional service industry has an average score of 40



**TOP 1%**

Redslim scores very high in the Ecovadis sustainability rating with a Top 1% Platinum status



Security practices are regularly certified. Redslim is rated Silver and scored Developed by CyberVadis

Thank you!

