



Maximize  
your sales  
impact and  
channel ROI

## Meet the perfect match of distribution and point-of-sales market intelligence

Know what is selling, where, when and at what price point at distributors and point-of-sales (POS) retailers and resellers. By combining distribution and POS market data, you can comprehensively benchmark your performance, maximize your sales impact and channel ROI, predict future sales performance, and assess inventory and POS gross margins in just one go.

### Navigate the end-to-end value chain

We all know how complex supply chains are becoming. Having access to the right data is essential to making the best decisions. It's time to take your intelligence from one source to ensure accuracy and consistency around the world – and to convert the valuable time your team spends 'matching' different datasets into time delivering ROI.

### The world's first comprehensive solution

GfK Supply Chain Management Insights combines distribution intelligence with extensive POS market insights. For the very first time, distribution and POS market insights are available in just one single, comprehensive database – even on single SKU level.

With fast weekly reporting, you'll track sales from distributors to retailers and resellers seamlessly around the world. Together with our POS Market

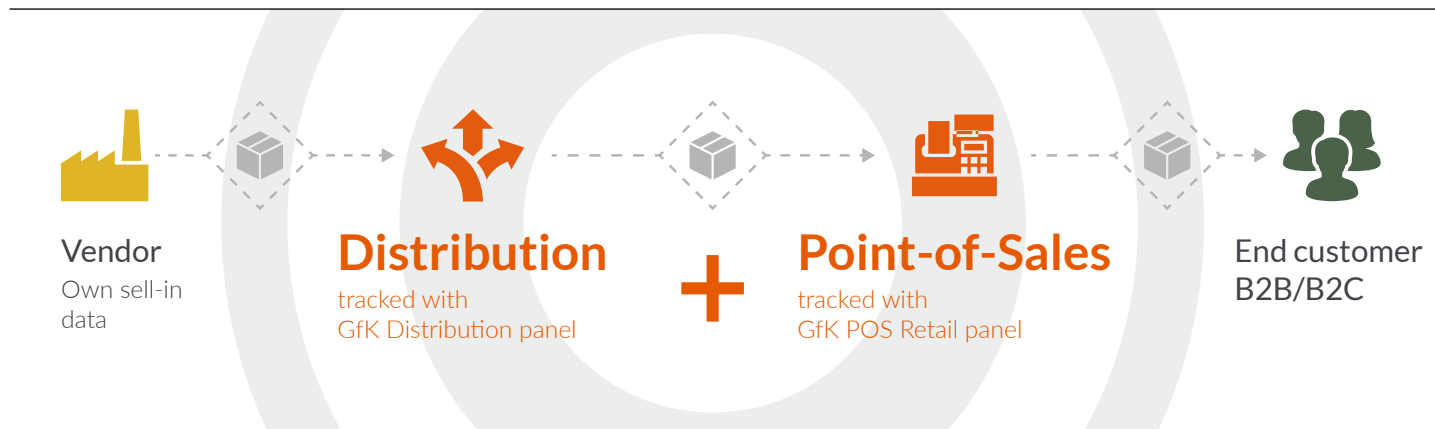
Intelligence, recognized as the tech and durables industry's currency solution, it raises supply chain insights to a new level, forming the foundation of sound business decisions and successful discussions.



### Consistent business intelligence for your KPIs

- **Comprehensive:** Data from 300 distributors and 530,000 POS for 45+ countries and 200 product groups.
- **Efficient:** Up to 21 granular channels. Analyze retailers/resellers sourcing patterns and competitors channel strategies in one place.
- **Actionable:** Speedy reporting on Fridays. Insights on the entire supply chain using one methodology and reporting structure.

## Get the complete picture: GfK Market Intelligence with distribution data



### Six reasons to choose GfK as your go-to source:

#### 1 Time and cost efficiency

Focus your time on managing your distribution channels – not your data sources. Trust GfK to structure and align Distribution and POS data. Benefit from a single database for joint reporting – right down to single SKU level. Say goodbye to data matching.

#### 2 Global, consistent tracking

Align and monitor your channels globally. Our distribution panel follows a consistent production methodology and covers more markets across EMEA, LATAM and APAC than any other provider.

#### 3 Most granular channel tracking

Steer your indirect channels and understand individual channel performance. Enhance your channel management and investments efficiently by using our 21 sales channels to monitor market dynamics in detail.

#### 4 Richest product group and feature tracking

Make deep dives to understand latest product trends and market drivers. Optimize your portfolio and assortment using the largest database of product specifications. We track approx. 60 specs for each of our 200 product categories in tech and durables for IT, Office, Telecom and Consumer Electronics.

#### 5 Unrivaled partner network

Your decisions will be based on the largest Distribution and POS partner base available. With no need for extrapolation or modeling, we provide reliable insights into the real business.

#### 6 Expertise and consulting

Benefit from GfK's local, regional and global presence, with local experts help you find the right strategy for your markets.

Contact your local GfK Key Account Manager for your special best price trial offer.

#### About GfK – extracting the signal from the noise

In a world of data overflow, disruption and misuse, picking up the right "signal from noise" is the key to win.

We at GfK have more than 85 years of experience in combining data and science to help you make the right business decisions. Together with our attention to detail and advanced AI, we provide you with world-class analytics that delivers not just descriptive data but actionable recommendations always-on at your fingertips. As a result, you can make key business decisions with confidence which help you drive sales, organizational and marketing effectiveness.

That's how we power your decisions and help you become a shaper of tomorrow.