



Optimising Investment in EPOS Data for FMCG Free Professional Workshop

There is no doubt amongst FMCG organisations that investing in EPOS data can be extremely lucrative for the business. We look at how to optimise that investment. A clear understanding is required not only of the data, but also the technical options, and the prioritised business goals. Thorogood has helped many FMCG organisations to maximise the value they get from their EPOS data. Join us and others in the industry to explore the options for your organisation.

Ealing Film Studios, Friday July 9th, 10am – 13:00pm with lunch to follow

Background

EPOS data can support a wide range of activities and business functions such as Sales & Category Reporting, Distribution, Promotion, Supply Chain Management, Field Sales Reporting, Business Planning etc. Using it successfully use can provide some key business benefits;

- Controlled management of stock levels
- Maximised ROI for trade promotions
- Improved forecasting for production and distribution
- Improved sales performance through better store / item analysis

There are many approaches and technologies available, some relatively new, and organisations need to understand the full technical possibilities as well as their own requirements and priorities in order to select and develop the best approach to managing EPOS data.

Objective

We have years of experience helping FMCG customers to manage their EPOS data using a variety of approaches and technologies. The objective of this workshop is to use the expertise we have gained to help attendees shape a vision of what their organisation could achieve and how they could go about it.

Content

The workshop will cover the following areas:

- Range of possibilities for managing EPOS data and the characteristics of each
- How to progress from where you are now to where you want to be
- Overcoming difficulties and the relative benefits that can be achieved

Demonstrations will be used throughout to illustrate possibilities.

Is it for you?

Are you currently using or planning to use EPOS data but don't know which technology to select or which approach is best for your needs? Would you benefit from hearing how other organisations are tackling the use of EPOS data? If so, this workshop is for you.

Contact Us

This free workshop will be held at our offices at Ealing Film Studios; on **Friday 9th July** from 10am – 13:00pm with lunch to follow. Register now by going to www.thorogood.com/seminars/UK+Events, or contact Libby (details below).

Libby Kemp ✉ libby.kemp@thorogood.com ☎ +44 (0)20 8231 0810
Thorogood Associates Ltd
Building E, Ealing Film Studios, Ealing Green, London, W5 5EP
T +44 (0)20 8231 0800 F +44 (0)20 8840 2420
www.thorogood.com