

## Product Overview

At the center of XS' powerful collection of application suites is DataConduit.

DataConduit is the most comprehensive and powerful data collection, cleaning and processing engine in the industry, yielding unsurpassed data output quality and usability. Supported by a staff of account management professionals, the DataConduit system simplifies a distributor's data reporting task by enabling them to transmit all appropriate sales data, for all categories and manufacturers, through one efficient reporting hub.

## Details

DataConduit uses the industry's most sophisticated technology to clean data and convert it to universally accepted units of measure and product nomenclature standards. The result – higher customer satisfaction as sales reconciliation issues between distributors and manufacturers drop dramatically and the timeliness of marketing/agency program payments meet both parties' expectations. Distributors also benefit from our standard suite of reports which give them excellent real-time visibility to their raw and cleaned data and sales analysis tools that offer additional insights to their business.

### DataConduit unique available features:

- ❖ Complete flexibility in accepting POS data in any electronic format from distributors
- ❖ Full online visibility of all transactions and error reporting for distributors
- ❖ Special online sales analysis tools for distributors
- ❖ Aggregation of end users reported by many retailers to one grower master
- ❖ Custom data validation algorithms ensure that data is reported out clean
- ❖ Dedicated Account Manager's to support each reporting distributor location
- ❖ Key Reporting Functions for Manufacturers
  - ❖ Powerful ad-hoc query tools allows users to create ad-hoc reports by region, date range, product, distributor and end user
  - ❖ Output in displayed in tabular and chart formats
  - ❖ All query results can be on-click exported to Excel
  - ❖ Easy-to-use access permission tools to allow customized and relevant views of the sales data for individual reps and managers
- ❖ Optional Reporting Tools for Manufactures
  - ❖ Use same POS reporting functions listed above to allow online visibility to field reps and managers of sales to distributors.
  - ❖ Inventory analysis tools to compare distributor ship-to sales with distributors' POS sales
  - ❖ Use a DataConduit Marketing Program Calculator to calculate marketing program payments to distributors based on distributors' ship-to or POS sales