

Drive More Profitable Decisions by Understanding Consumer Activity and Discovering New Business Opportunities

To make more profitable decisions, you need a deep understanding of customer demand and behavior. However, Consumer Goods companies often lack the right data and insights to inform smarter choices. RW3's InSight Group delivers this critical intelligence, providing access to more than the right data - it's *relevant* data – giving you a comprehensive view of consumer information that helps identify untapped sales opportunities.

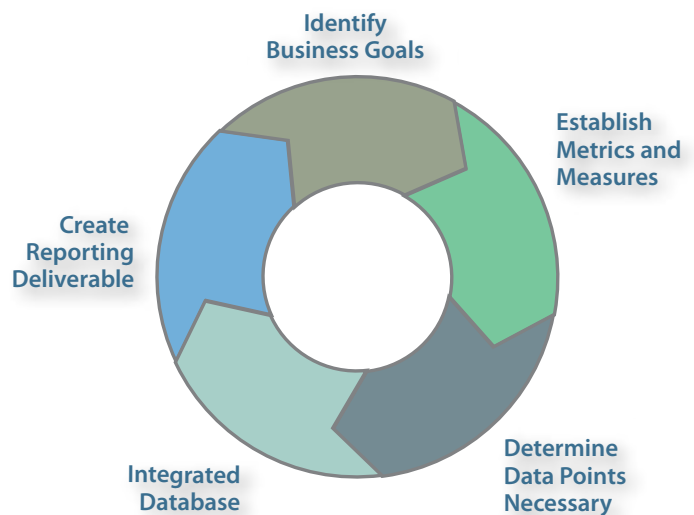
InSight Group, RW3's on-call reporting and analytics consulting team, provides intelligence so you can take precise action at any level of the sales channel. Identify purchasing trends, measure performance against business objectives, optimize product mix and make more profitable decisions



Seize Untapped Business Opportunities

InSight Group's skilled industry professionals work closely with you to assess existing business processes and identify new revenue streams. With our deep industry expertise, proven best practices and strategic recommendations, you get reporting and analytics that closes performance gaps, increases speed to shelf, and expands market share.

Business-Centric Assessment Process



Transform Diverse Data into Actionable Intelligence

InSight Group synthesizes your multiple and diverse sales channel data (IRI, POS, Nielsen, shipment, Spectra, retail) into actionable intelligence. Our reporting and analytic solutions deliver the information essential for meeting your specific challenges, including weekly reporting requirements, same store sales improvements, directed information availability, and performance visibility and measurement.

Reports Formatted for How You Work

InSight Group reports are customized and formatted to meet your specific business needs. Choose from Matrix reports, Dashboards, Scorecards, and Data Warehouses. Receive reports via e-mail or posted on a secure, user-defined and password-protected web portal.

Uncover New Business Opportunities - and Capitalize on Them

InSight Group is RW3's on-call reporting and analytics team. Count on us for:

- On-call reporting and analytics consulting that drives more profitable business decisions
- Integrating and transforming multiple data streams into actionable intelligence
- Identifying and measuring consumer demand and activity to optimize sales channel performance
- Uncovering hidden business opportunities and providing recommendations to capitalize on them
- Aligning reporting and analytics with business goals through our business-centric assessment process



Discover Untapped Business Opportunities - Today

Leading global brands rely on RW3 to drive more profitable business decisions. Contact us at 1-800-444-5793 or info@rw3.com to discover how RW3's InSight Group can uncover valuable business opportunities for your organization.

“RW3's InSight Group has provided Timex with expertise in managing and understanding our POS data, enabling us to make innovative and necessary product assortment changes across all our major retailers. These changes continue to improve net sales and ROI for our retail partners and Timex.”

– Don Turano
Vice President US Sales
Timex Corporation