

Doing more, sooner, faster, cheaper, with the data you have.

CPG-FIRE™



Consumer Package Goods – Fully Integrated Reporting Environment

CPG FIRE™ is the combination of a relational data model, technical knowledge, CPG knowledge, syndicated data knowledge, retailer knowledge and the applicable experience necessary to pull the pieces together to create a Business Intelligence / Decision Support System, in support of supply and demand chain planning and analysis.

CPG FIRE™ is for category managers, supply chain managers, business analysts and executives, for the analysis of internal, retailer and syndicated data sources for the Consumer Package Goods industry.

CPG FIRE™ integrates correlated data from your internal systems and retailer supplied data, with your purchased syndicated data. The resulting optimized data model facilitates the comprehensive look at customer behavior retail and manufacturing executives and marketers have always desired.

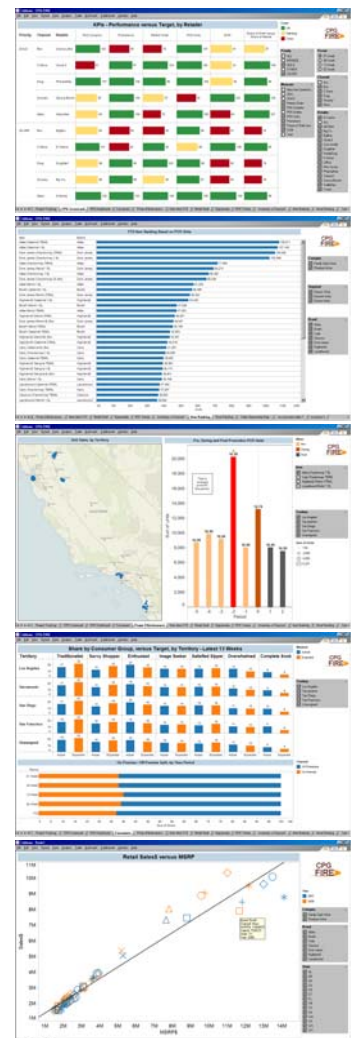
Aristotle Onassis said: **“The secret of business is to know something that nobody else knows.”** That is no longer true. This is called “The Information Age” for a reason. Typically, you will not know more than your competition. The **NEW** secret: **“Take what you know, and, do MORE with it, SOONER, FASTER, CHEAPER!”**

For those manufacturers dealing with our friends at Wal Mart, and the rapidly growing dollar channel, the challenge is not just working against the competition; it is in working with some very strong, knowledgeable and demanding partners. Success depends on understanding the total movement of product through the entire supply and demand chain.

- Inexpensive
- < 30 Day Implementation
- Quick ROI
- Simple, Customized, Interface
- Delivers Actionable Insights
- Visual Analytics
- On Site, or, Fully Hosted

CPG FIRE™ Dashboards, reports and analytic capabilities are delivered with **Tableau** desktop.

The database is MySQL. For large implementations, the **KICKFIRE** database appliance is highly recommended..



Talk is cheap. Action used to be expensive.

NO action can be very expensive!

Can you afford not to take the next step, now?

Pro Relational Systems

202 W. Main St.
Suite 208
Turlock CA 95380
(209) 988-5070

www.prorels.com