

ALLIANCES

JDA and dunnhumby – Prescriptive, Consumer-Based Insights

Are you inundated with increasing volumes of consumer data, but unsure how to analyze and integrate that information into your merchandising strategy and processes? JDA and dunnhumby are now working together to help you address this challenge and incorporate the voice of the consumer in your merchandising strategies and decisions.

dunnhumby's leading-edge science engine systematically processes consumer transaction data by product and outlet and creates actionable insights to help your Category and Merchandising teams make better decisions to drive category growth.

Leveraging consumer preferences for increased profitability

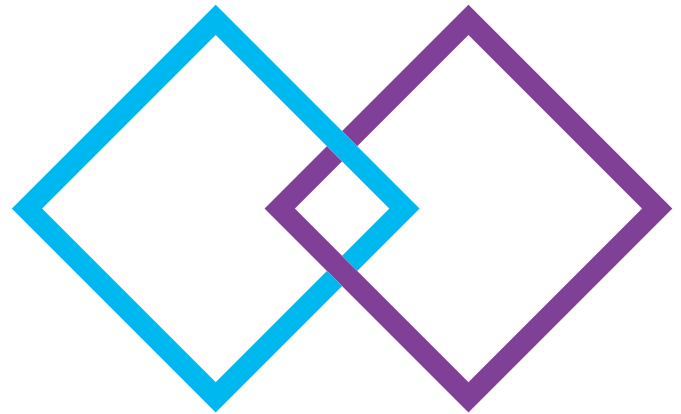
Consumer preferences can be incorporated in decisions on assortment, space and price and promotions in order to *localize strategies* for target consumer segments. Analytics will help you identify and invest in your best and most profitable consumers, identify more consumers like them, and avoid overinvesting in non-profitable consumers.

Improved merchandising strategies and productivity

Retailers and their trading partners lack a prescriptive approach that uses consumer and market information to answer: "What should we do?" Combining data science with merchandising enables you to make productivity improvements by shifting merchandising work processes from a task-driven to a consumer-focused approach with clear recommendations for action and significant opportunities for efficiency and growth. This helps retailers and their trading partners resolve current issues with failing merchandising strategies and employee burnout.

Enabling joint category planning

Leveraging dunnhumby's consumer data science and analytics with JDA's market-leading merchandising solutions provides retailers and their trading partners with a common platform for successful joint category planning.



dunnhumby

About dunnhumby

dunnhumby is a leading consumer science company. We analyze data and apply insights from nearly one billion shoppers across the globe to create personalized consumer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel cross-category capabilities build loyalty with consumers to drive competitive advantage and sustained growth for clients. dunnhumby employs 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Whole Foods Markets (US), Metro (Canada), GPA (Brazil), Shoprite (SA), Coop (Norway), Procter & Gamble, Nestle, Unilever, Coca Cola and PepsiCo. Learn more at www.dunnhumby.com.

About JDA Software Group, Inc.

JDA Software is the leading provider of seamless supply chain planning and execution solutions for retailers, manufacturers, logistics providers and wholesale distributors. Our unmatched solution portfolio enables our clients to reduce costs, increase profitability and improve visibility so they can deliver on consumer promises every time. More than 4,000 global consumers run JDA, including 73 of the top 100 retailers, 71 of the top 100 consumer goods companies, and 13 of the top 16 3PLs.

Using JDA, you can plan to deliver.

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