



HERE TO HELP

# ANALYTICS AS A SERVICE: FOODSERVICE PERFORMANCE ANALYSIS DURING THE COVID-19 PANDEMIC.



# The Offer:

## Analytics as a Service

### What's in Scope:

- Invoice Analysis
- Trade Spend Analysis
- Accruals Analysis
- Customized Analysis

### WHY NOW?

It's all around us. Unprecedented changes in velocity and volume associated with the COVID-19 pandemic.

As we've spoken with customers in the early days of the outbreak, it's become clear that many questions exist, but few teams have the answers and many don't have the person-power to dedicate to digging in.

As part of our commitment to support your business with both technology and insights, Blacksmith Applications is launching our Analytics as a Service offering to support foodservice clients in need of real-time analysis to run their business thoughtfully and efficiently amid the COVID-19 pandemic.

Let's talk about the analysis you need to understand **UNPRECEDENTED SHIFTS IN YOUR BUSINESS.**

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#### INVOICE ANALYSIS

The Invoice Analysis is comprised of a YOY 52-week stocking report rooted in invoice data. This analysis will answer the following questions:

- Where am I seeing pandemic business shifts between products and segments?
- How should my finance or demand planning teams forecast changes?

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#### TRADE SPEND ANALYSIS

The Trade Spend Analysis is similar to the Invoice Analysis with different source data and will use POD data and modeling techniques to answer the following questions:

- Where am I seeing pandemic business shifts between products and segments?
- What shifts in distributor trade should I anticipate through my change in customer/segment mix?
- How should my finance team prepare for accrual changes and manage month end close?

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#### ACCRUAL ANALYSIS

The Accrual Analysis will prepare you to accrue properly in light of sudden dramatic shifts in your business and will answer the following questions:

- Are we properly accrued for the shifts in our business?
- Where will things pick up?
- Are there specific contracts on which I should expect to see item price or volume adjustments?

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#### CUSTOMIZED ANALYSIS

Bring us your questions. We'll find a way to get the answers.

## START YOUR PROJECT:

### What we need from you:

Depending on the data we have in your TPM instance, we may not need new data to complete the desired analysis. Other information that may be requested includes:

- POD/Claims data
- Data to be determined for customized analytics requests

### What you'll get from us:

- 1 hour project kickoff call
- 2 hours of clarifying communication
- Scoped analysis or customized analysis deliverables:
  - 1 hour data review call
  - Raw report files
  - Insights presentation

**NOTE:** If you need more time or additional deliverables, these requirements will be added to the scope of work.

### Timelines:

- Pre-scoped projects can be completed in under **2 weeks**.
- Customized projects are likely to be 2+ weeks.
- Projects will be assigned to the analytics team in the order of confirmation, so commit as soon as you can to get your deliverables as quickly as possible.

# WE ARE HERE TO HELP WITH YOUR FOODSERVICE ANALYSIS.

Your account manager will coordinate a scope of work to be agreed upon prior to project initiation.

Each project will be priced individually.

We look forward to supporting your business today & in the years to come.

## Let's Go:

To start your Analytics as a Service project, schedule time with your account representative to learn more and sign up.



**Mike Leiker**

View Calendar ↓

<https://meetings.hubspot.com/mike-leiker>



**David Thorne**

View Calendar ↓

<https://meetings.hubspot.com/david-thorne>