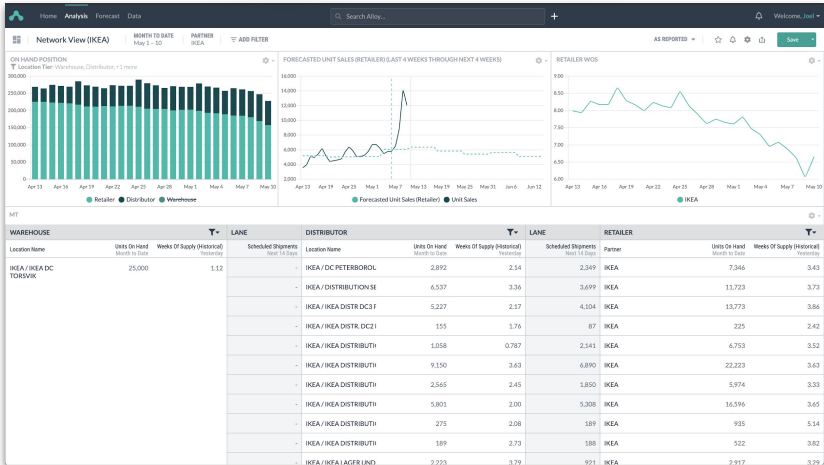
Alloy for Hasbro

1. **Alloy Overview**
2. Data Platform
3. Solutions for Hasbro



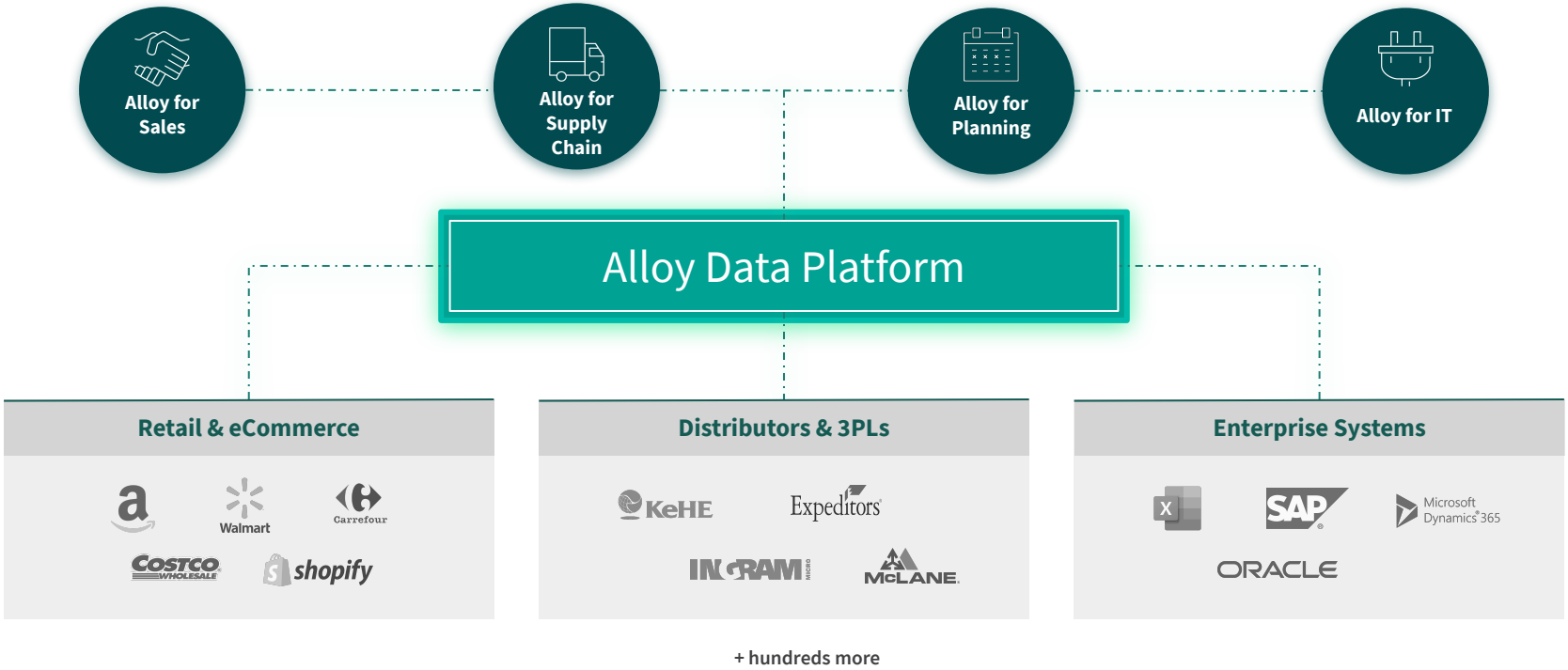
Alloy Overview: The **Modern Platform** for Consumer Goods Companies

Alloy is the **easy-to-implement modern platform** for IT, sales, supply chain and planning teams at consumer goods companies.

Alloy provides end-to-end visibility, real-time alerting and insights by analyzing retail POS, e-commerce, inventory, orders & shipments, forecasts and plans. **Alloy connects the dots of internal and partner data systems,** integrating, modeling and enriching data in real time and then **works with your team via best-in-class solutions to drive meaningful insights and conclusions for your business every day.**

Current State	With Alloy
Gap between processes: ● Problems are identified too late, increasing the cost ● Constant firefighting prevents continuous improvement ● Decisions mostly made with siloed, static spreadsheets	**Identify risks and opportunities in real time:** Empower your team to quickly take action when the situation is less costly and easier to control.
Gap between teams: ● Hard to get shared understanding of problems ● Conflicting priorities by function ● Hours of phone calls, meetings and emails needed to create alignment	**Streamline decisions across teams:** Align everyone around a single source of truth by providing a unified and current view of supply and demand across your network.
Gap between systems: ● Data comes in different formats and isn't mapped or translated automatically ● Getting the answers you need takes too long ● People only trust their own systems	**Take the right actions:** Everyone understands how their decisions influence the bigger picture with a full picture of the upstream and downstream impacts.

Alloy Overview: **Four Solutions** built upon the Alloy Data Platform



+ hundreds more

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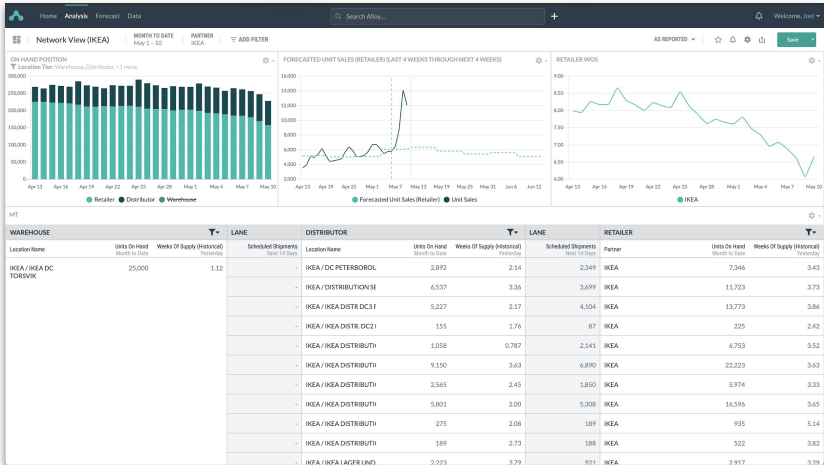


Integration

Pre-built connectors to collect demand and supply data at the most granular levels, in real-time

Sample data sources

- Implemented in days to months
- Extraction as data becomes available
- Validation and failure recovery
- Data format-agnostic:
  - Partner portal
  - EDI
  - Spreadsheet
  - Email forward
  - API
- Secure cloud storage

Modeling

Harmonizes disparate data to create a unified representation of supply and demand, including dependencies

Maps partner supply chain networks

- Location address and type
- Shipment lanes
- Lead times
- Sales territories
- Custom location attributes (targets, retail marketing, etc.)

Translates across how partners describe products

- Product IDs
- Pack sizes
- Units of measure (e.g., quintals, kg)
- Product hierarchies
- Custom product attributes (GTIN, colors, special editions, etc.)

Translates across how partners divide time

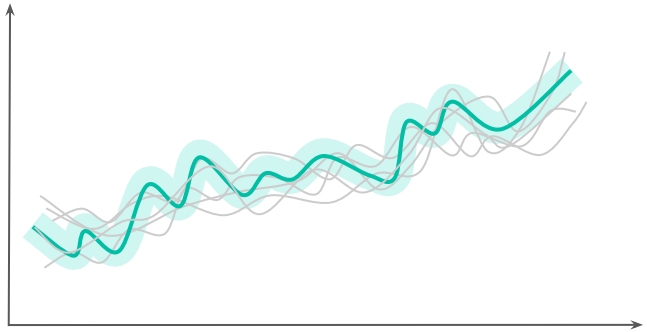
- Fiscal calendars
- Starts of week
- Units of measure (e.g., week, day)
- Forecast version
- Custom events (seasons, holidays, natural occurrences, etc.)

Enrichment

Layers on forward-looking views of retail data to identify insights across the business

Forecast Examples

Forecast real-time sell-through data, where possible



Enriched Metric Examples

for every item-location combination and across partners

- Projected Inventory on Hand
- Projected Weeks of Supply
- Phantom inventory
- Lost Sales $

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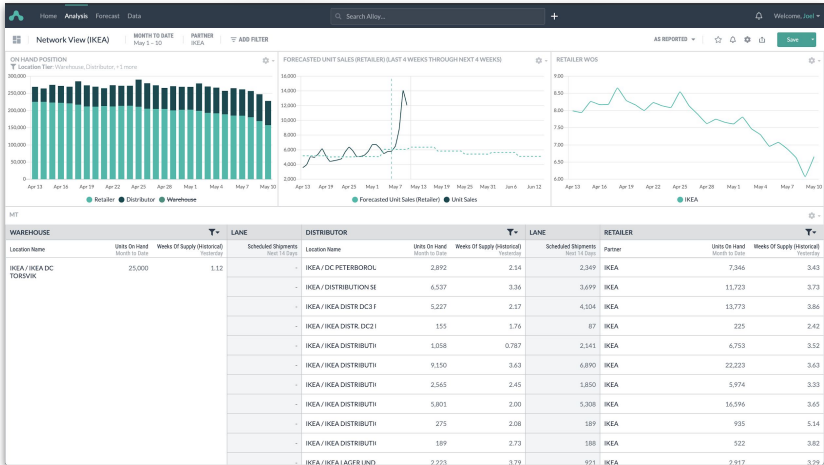


Alloy for Sales

Manage any dimension of your business with purpose-built analytics

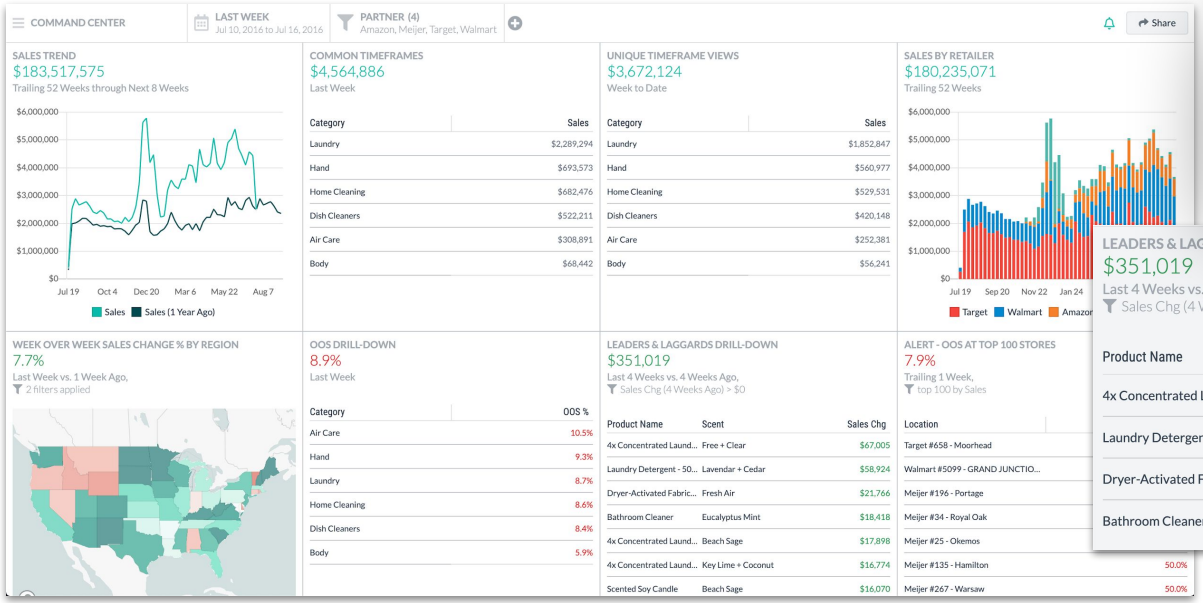
Sales Management
"Command center" helps executives focus on the right reps, SKUs or retailers

Customized Alerting
Set alerts to highlight areas of your business that need attention

Buyer Insights
Share data that drives action from your buyers

Test & Learn
Scientifically measure POS lift from promos, end-caps, events and more

Collaborative Fulfillment
Identify and resolve lost sales and unproductive inventory by sharing insights with buyers



Prioritize based on impact: Build a command center that helps you stay on top of KPIs and always know which reps, categories and partners need your attention

LEADERS & LAGGARDS DRILL-DOWN
$351,019
Last 4 Weeks vs. 4 Weeks Ago,
Sales Chg (4 Weeks Ago) > $0

Product Name	Scent	Sales Chg
4x Concentrated Laundry Det...	Free + Clear	$67,005
Laundry Detergent - 50 Loads	Lavendar + Cedar	$58,924
Dryer-Activated Fabric Softener	Fresh Air	$21,766
Bathroom Cleaner	Eucalyptus Mint	$18,418

Alloy

Alloy for IT

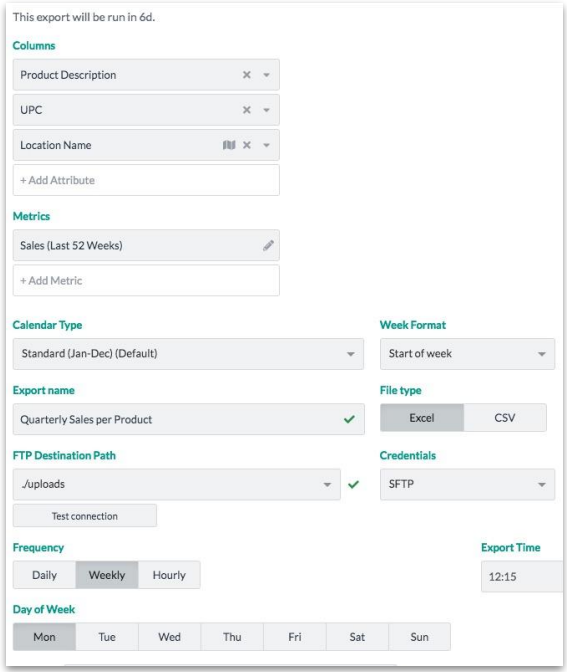
Remove the collection burden and seamlessly incorporate data

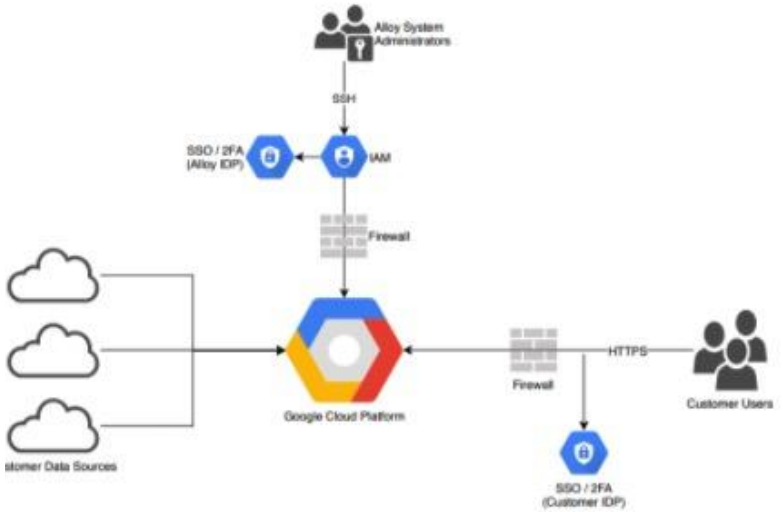
Data In
Automated extraction of data from any of the customer's POS or internal data source

Data Out
Easily generate and automate data pushes through the Alloy Export Tool

Security
Data is encrypted in-transit and at rest by default

Reliability
High availability and disaster recovery through the Google Cloud platform





Alloy

Partnership Included

- ☑ Named Client Solutions Manager
- ☑ Unlimited one-on-one user support via chat, email, phone
- ☑ New user onboarding & training
- ☑ Customizable reports with flexible dashboards
- ☑ Best practice sharing from across Alloy customers
- ☑ Recurring cloud-based software updates
- ☑ Unlimited user seats

With fast time-to-value—start seeing your data in just a few weeks

Alloy