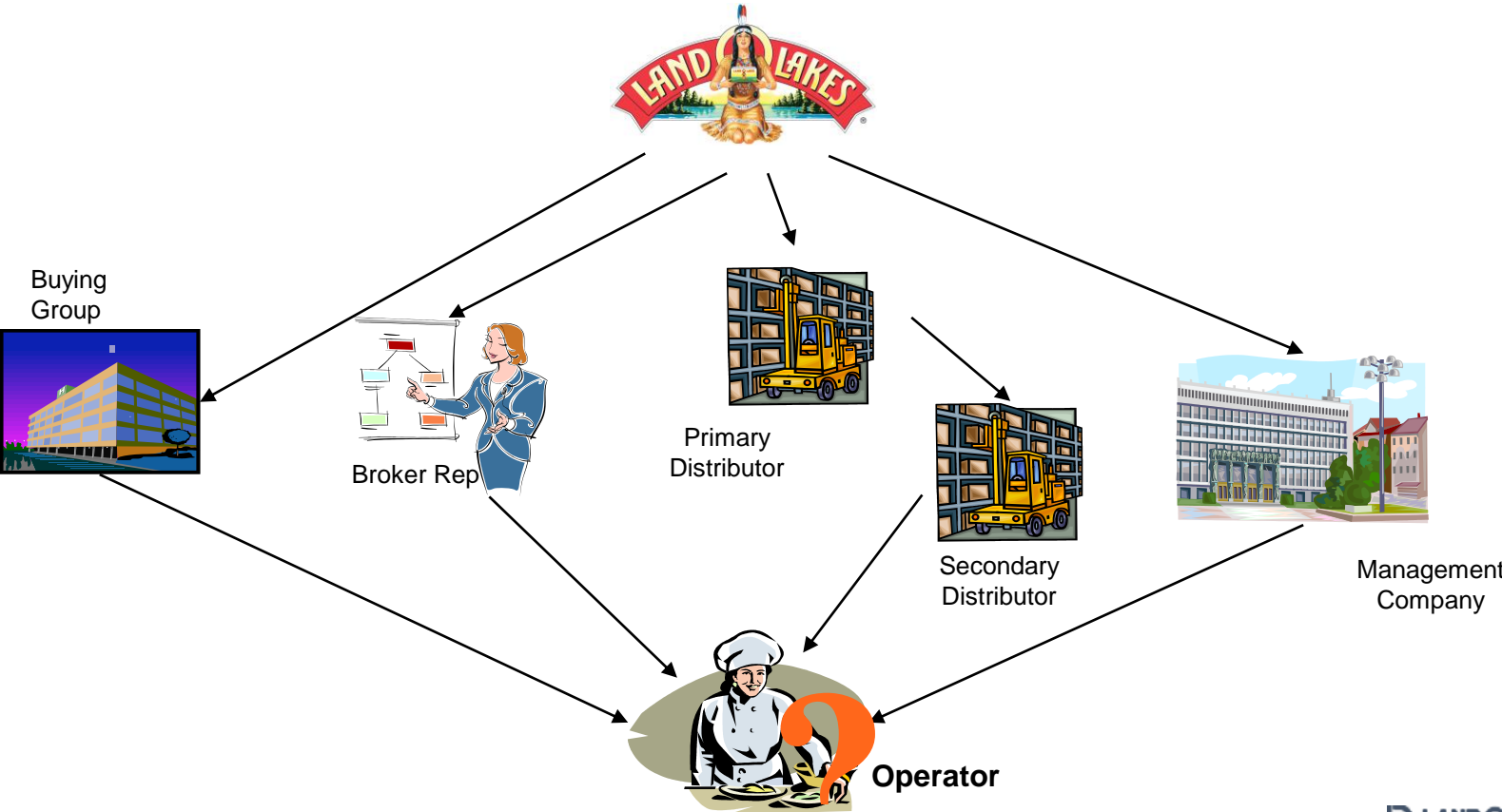
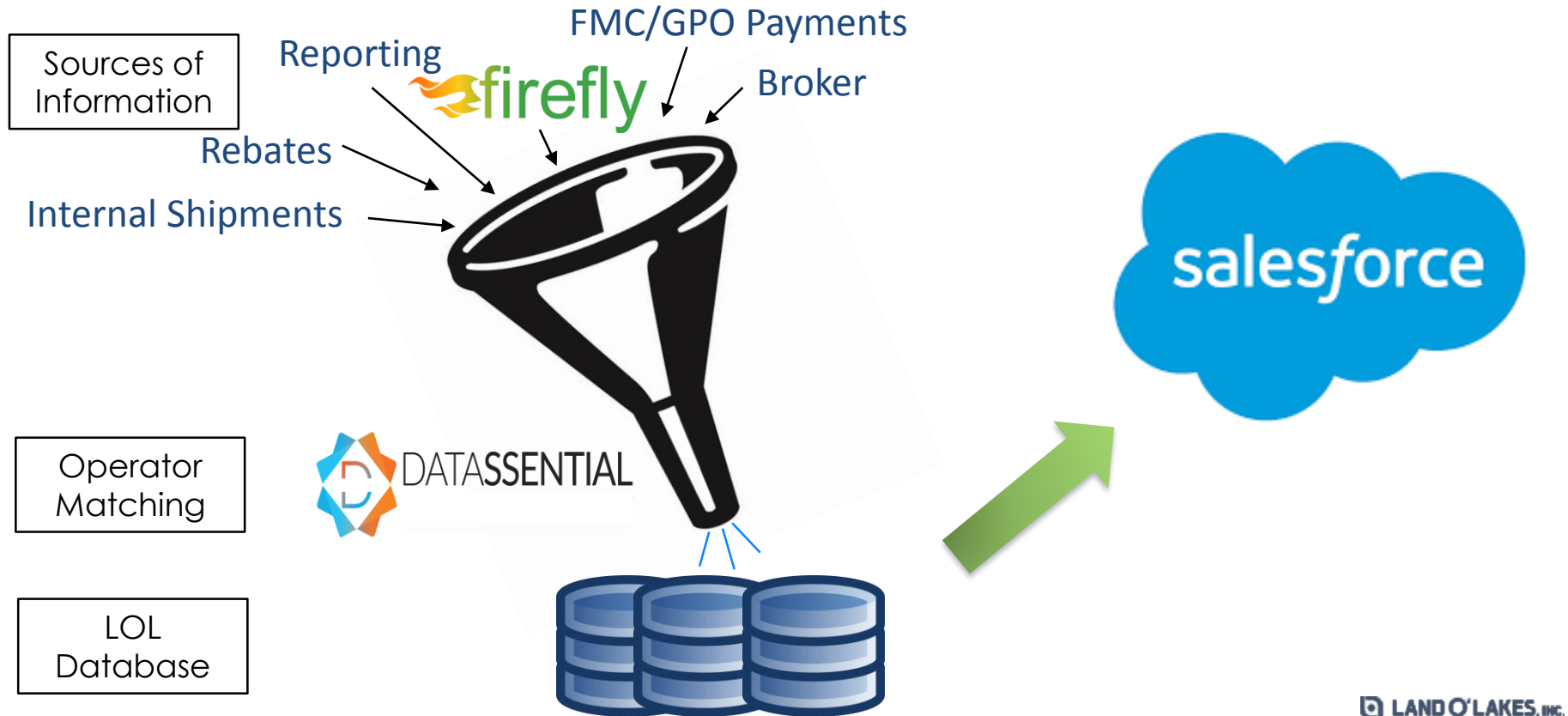


The challenge – who are our customers?



Creating 360 View of the "Customer"



Observations

**It is Not Perfect,
it will Never be Complete....**

But

100% Better than what we had before.



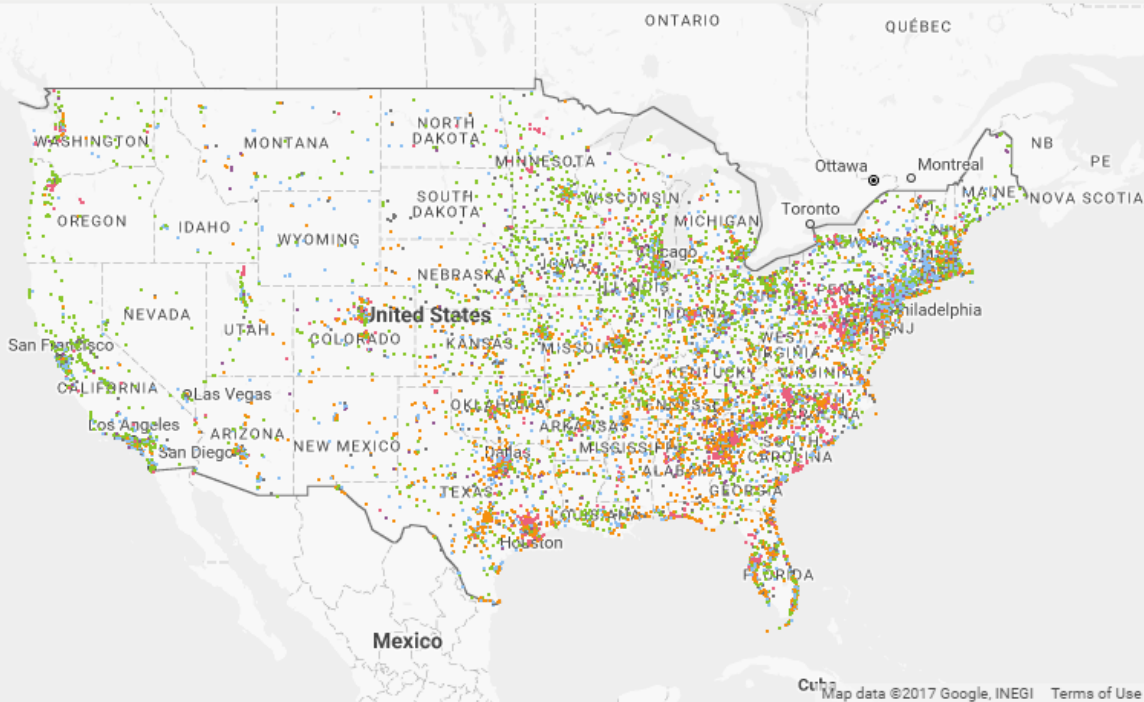
Search by FF ID, Name etc



JL

LANDSCAPE

[Advanced search](#)



TOTAL

of operators
25,995

● HEALTHCARE	8,085	31%
● RESTAURANTS	7,661	29%
● ALL OTHER	4,825	19%
● K - 12	2,600	10%
● UNMATCHED	2,081	8%
● C&U	743	3%

Google

Map data ©2017 Google, INEGI Terms of Use

Total

[Full screen map](#) [Download map](#)

Connecting sources of data to see who currently purchases product.

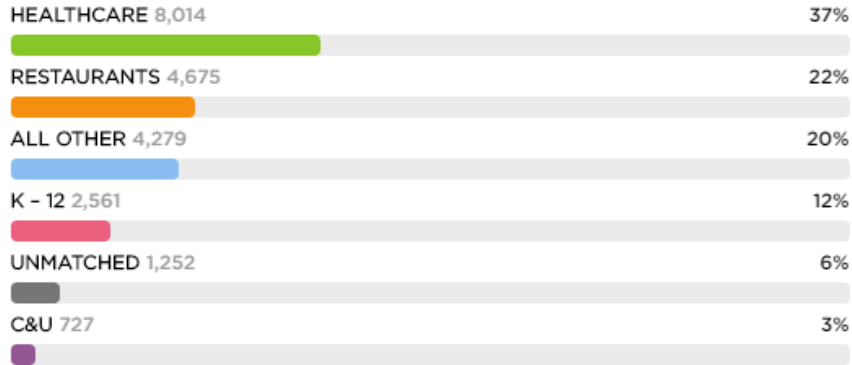
DATABASES (2)

SORT BY

Select Option

CONTRACTED

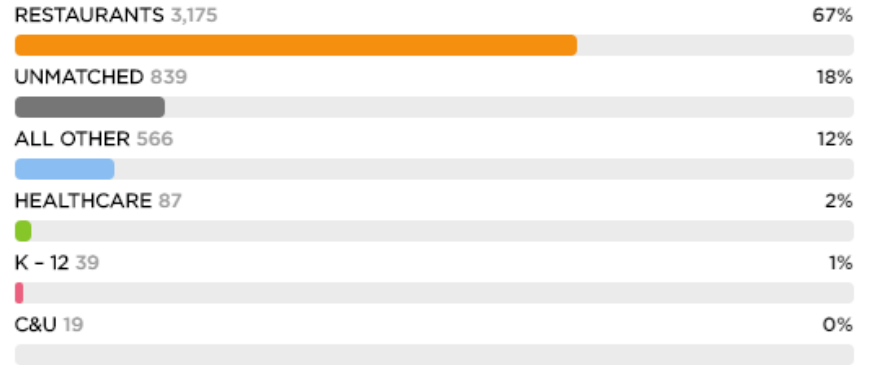
of operators
21,508



Data as of: 02/06/2017

PROMOTIONS/REBATES

of operators
4,725



Data as of: 02/06/2017

Filter on Product Category & Account Name (FMC/GPO)

PURCHASES

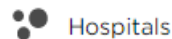
FILTER BY: RETAIL/FOOD SERVICE ACCOUNT NAME

Showing 1-12 of 12 items

NAME	↑↓ OPERATORS COUNT	↑↓ TOTAL PAYOUT	↑↓ TOTAL CASES	↑↓ TOTAL POUNDS	↑↓ AVERAGE PAYOUT	↑↓ AVERAGE CASES	↑↓ AVERAGE POUNDS
<input type="text"/>							
BUTTER	5,722	\$3,462,786.87	88,336	1,069,289.59	\$257.90	6.58	79.64
CHEESE	9,174	\$12,024,357.83	221,179	5,450,942.37	\$436.33	8.03	197.8
COOKING	4,586	\$3,583,155.88	94,224	1,653,725.12	\$323.48	8.51	149.29
DAIRY SNACKING	6,448	\$7,696,791.02	444,160	5,091,926.16	\$233.43	13.47	154.43
PREPARED FOODS	368	\$155,148.37	4,348	130,470.03	\$237.59	6.66	199.8
SOUR CREAM	383	\$254,063.80	6,748	94,712.09	\$344.26	9.14	128.34
SPECIALTY	348	\$190,466.80	8,236	82,423.63	\$226.48	9.79	98.01
SPREADS	3,357	\$2,951,485.51	71,291	1,299,945.06	\$418.89	10.12	184.49

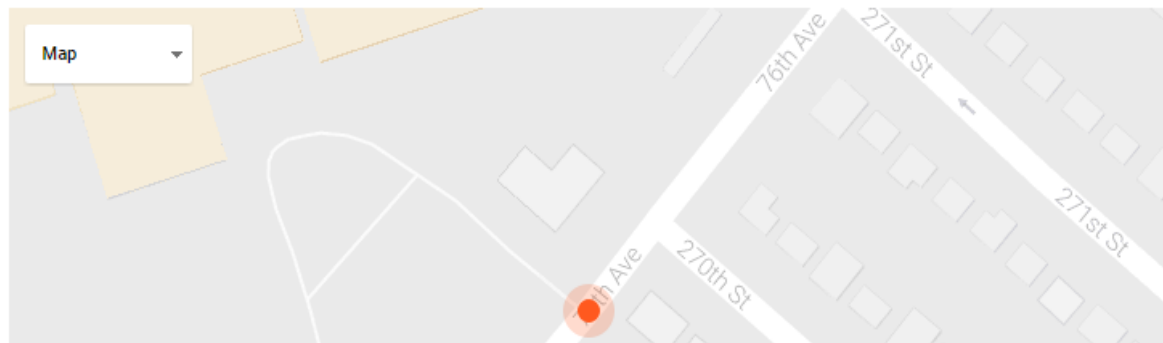


LONG ISLAND JEWISH HOSPITAL



FF ID: GQT442
27005 76TH AVE
NEW HYDE PARK, NY 11040 DMA: New York

Account Name: Premier
Restaurant Type: Independent
Meal per Day: 1,017
Waypoint Operator Id: 425200
Waypoint Market: NYC
Waypoint Last Call Date: 6/21/2016



TRANSACTIONS

↕ ITEM CODE	↕ ITEM NAME	↕ DESCRIPTION	↕ PRODUCT GROUP	↕ CASES	↕ DOLLARS	↕ POUNDS	☰ QUARTER	↕ YEAR
19315000034500	50# CUL BUTTERMILK BLEND	-	SPECIALTY	21	12.60	210	Q3	2016
17470000034500	36/1LB LOL SALTED F/S BTR PRNT	-	BUTTER	5	7.35	66.65	Q3	2016
60106000042634	3.1# LOL WHPD 5GM BUT-R-CUPS	-	BUTTER	7	440.66	140	Q3	2016
00049000073491	48/4OZ KS SW RICE PUDDING	-	DAIRY SNACKING	110	2,077.90	1,320	Q3	2016
00050000073491	6/5# QUESO BRAVO CHS DIP YEL	-	COOKING	103	1,945.67	1,236	Q3	2016

What are your insights so far?.

1. Visibility into who is purchasing, thus we can identify from Firefly (Datassentials) who is not buying.
2. Identify who the broker is calling on, and NOT calling on.
3. Leverage data to extend reach via other means: Digital, Print, etc.

If I work at a company that hasn't started yet ... what are my 'watch outs' and key focus area

1. This is a Data project, more than a CRM project.
2. Get the right resources and choose partners that can help.
3. This is big and ugly. Will never be perfect, but better than nothing