

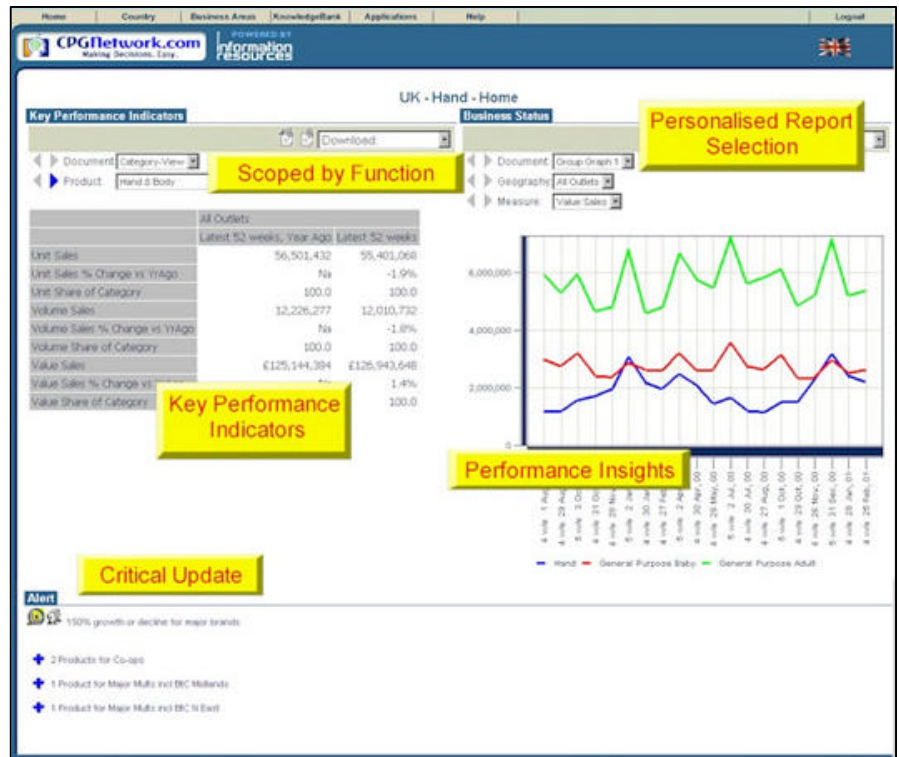
# CPGNetwork.com™

*In the fast paced business environment of the consumer packaged goods (CPG) industry, marketing and sales professionals need to reduce the time they spend mining and managing data, so they can increase the time they spend acting on the answers.*

*CPGNetwork.com™, the new generation of services from Information Resources, uses the convenience and speed of the Internet to reach the right end users with the right information in ready-to-use, actionable formats.*

*This enables informed decisions to be made quicker than ever before.*

*CPGNetwork is an evolving service for which new content and new technical capabilities will become available in module form. These will be offered to customers as their needs expand.*



## PRODUCT INFORMATION

CPGNetwork is an umbrella information and content management service which provides access to, and organisation of, the information required to make informed decisions more quickly.

## FEATURES

CPGNetwork.com provides:

- A customised Web information resource populated with client defined content picked from an array of data sources.

## File Cabinet

An electronic storage facility that allows clients or Information Resources client service representatives to upload documents and analyses so that they can be shared within a client user group. A search facility ensures that finding documents is always straightforward.

## Knowledge Bank

A resource that contains IRI service details, industry contacts and market information. The

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Knowledge Bank includes Measure Guide definitions, explanations of IRI terminology, access to topical papers, category reviews, press coverage and much more.

- **Reports**

HTML versions of OSA reports including tables and graphs, in a format tailored to each clients' need. All Reports can be downloaded to an Excel spreadsheet.

- **Key Performance Indicators**

Top-line performance summaries for key products and customers.

- **Alerts**

Automatic text line warnings triggered when defined changes occur. Clients can drill down from the text line to view the detail behind the Alert.

- **Direct Access to Databases**

Super Users can access databases over the internet and enjoy additional OSA functionality.

## BENEFITS

- Immediate and universal distribution of information without having to await the delivery of a CD.
- The burden of managing the data disappears because it is easy to

access, easy to use and personalised. And because information is available significantly faster, more time can be spent acting on answers.

- Reduction in manual database management and a reduced need for intermediary analysts reformatting data into usable reports.
- When decisions are made from a better-informed basis and with more time to consider them, the result can be seen in improved business results.
- The consistency and quality of analysis is improved through easily digested information in familiar formats, automated exception reporting and best practice guidance.
- Information from multiple sources is available to access and share anywhere, anytime across departments, countries and throughout the supply chain.
- Reduced demand on e-mail traffic, server processing space and manual distribution systems by accessing information via the Internet.

- Return on Information Investment is optimised through maximising the audience reached, and the value they can derive from the information.

Information NOT Data.

## ADDITIONAL MODULES

Modules currently available for delivery through CPGNetwork.com banner are:

**CPGNetwork.com Preview**

**CPGNetwork.com Reporting**

**CPGNetwork.com Analyzer**

**InfoScan® Reviews**

Separate fact sheets are available for each service.

## HOW TO CONTACT US

For additional information, and to arrange a demonstration of CPGNetwork.com please contact your client service representative.

