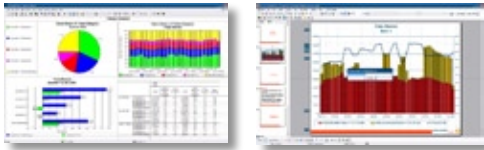


Aztec On Web:



- Standard delivery tool for all data modules
- Weekly snap-shot style updates delivered via web
- Standardised basic reports - speed to market, distribution trends, promotional performance

Full service software and support:



The full service software and support option gives you the flexibility to perform powerful ad-hoc analysis and to create sophisticated, refreshable reporting through an intuitive interface. Your data will be more accessible than ever. With onsite support included, you will be able to fully utilise the insight generated to maximise the opportunities to grow your business.

Temple suite of software:

- Bespoke databases for completely flexible ad-hoc reporting, with custom segmentation
- Refreshable custom reporting in Temple Excel and Temple PowerPoint
- Easy to use topline reports, manufacturer/brand shares, growth, ranking reports and distribution opportunity gaps
- Access to Aztec On Web included

Onsite support:

A dedicated Client Service Manager to help you turn your data into insights, by providing:

- Industry knowledge - all of our CS Managers have a background in either retail, agency or supplier-side industry roles
- Sharing of analysis best practice & idea generation
- Custom report building
- Software training
- Customisation of databases
- Facilitation of enhanced data usage

Share the same insights as your customers and build mutually profitable strategies



Our curiosity is all yours

Contact:

www.synovate.com/aztec
enquiries.aztec@synovate.com
+44 (0)203 059 5000

Synovate Aztec Limited
Registered office Minerva House,
5 Montague Close, London,
SE1 9AY. Registered in England and
Wales no. 025876



Key Account EPoS Data Reporting from Synovate Aztec



Insight into your customer's world



Who is Synovate?

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. With offices in 62 markets, the network provides clients with cohesive global support and a comprehensive suite of research solutions.

Synovate Aztec is the leading account data provider for convenience, petrol and impulse in the UK, offering value-added data processing, software, training and support services.

Our range of services include managing, analysing and delivering insight from scan data and other data sources available to our retailer and supplier clients.

Our scan data capabilities encompass a broad range of markets, in particular:

- Newsagent
- Convenience
- Forecourt
- Travel
- Symbols
- Independents



How are we different?

Convenience

- Synovate Aztec is the expert in convenience market management
- Synovate Aztec data is used as the primary source by all retailers in the sector

Automated insight

- Flexible market and product views
- Interface simply into PowerPoint and Excel
- Highlights the size of the prize, freeing your time to interpret into action

Experienced people

- Our people bring a wealth of experience from retailers, manufacturers and agency backgrounds
- Providing the conduit for interpreting retailer and supplier objectives into collaborative strategies to drive growth
- Successful in delivering insights and improving understanding to drive your return on investment

A modular approach

Synovate Aztec believes in making data available to organisations of all sizes. We have supported this with a modular portfolio that can be combined to create a service that meets your needs and investment forecast.



Bronze:

- Sales - own lines
- Pre-formatted reports
- Range compliance



Silver:

- All category sales
- Competitor sales
- Pre-formatted reports
- Range compliance



Gold:

- Store-level category sales
- Store-level competitor sales
- Pre-formatted reports
- Range compliance

