

**SOLUTION BRIEF**

# Optimize Your Sales Distribution with **Unifi Moxi™**

**Unifi Moxi™**

**IDEAL FOR BRAND  
MANAGERS & RETAIL  
SALES EXECUTIVES**

Identifies competitive retail brands

Generates profile-based revenue  
forecasts

Creates Social media chatter  
for your brand segment

Provides a simple,  
easy to use GUI



# Overview

Brand managers are constantly looking for incremental revenue, and distribution channel managers must find new retail outlets to drive that revenue. One sure-fire way to satisfy both objectives is to analyze where competitive brands are selling and your brand is not. Unifi Moxi™ is a turnkey solution that identifies new revenue sources, segmented by location type and geography, and delivers a prioritized “hunt list” for your individual sales reps.

## Pinpoint Accuracy through Data Volume

The Unifi Moxi platform connects to your existing data sources and creates a private cloud data lake to enable immediate business analysis. With no hardware technology investment required, Moxi is IT-approved and most Moxi projects are up and running in under 30 days.

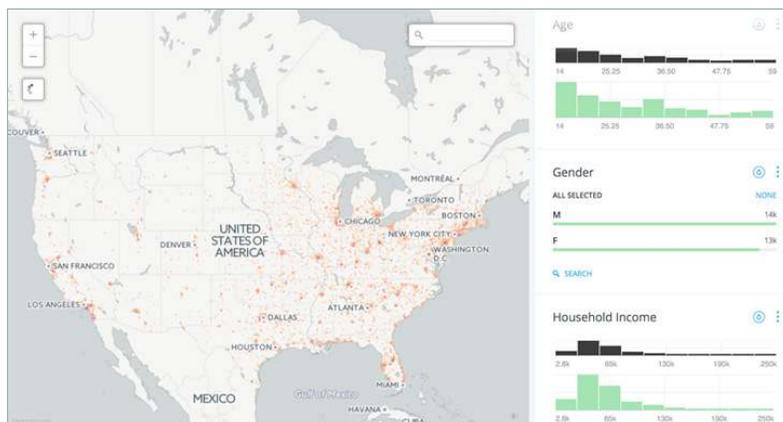
### AS A STARTING POINT MOXI NEEDS TO ACCESS SOME OF YOUR EXISTING DATA:

- 1 Supply chain data showing depletions by location
- 2 Existing retail outlets supported by your wholesale distributors
- 3 CRM data showing sales territories by rep

By combining this data in Moxi you'll have a clear, visual picture of your existing business geographically. Now you provide us with a list of your competitive brands and Moxi goes to work!

## Normalizing Unstructured Data

Moxi searches the web, social media and other public sources to find references to your competitive brands and derives a virtual map of locations where those products are being sold. Moxi can do this by employing unique Unifi OneParse™ technology that normalizes billions of rows of unstructured data and allows the Moxi Natural Language Profile algorithms to unearth the nuggets of information needed to create a visual picture of your potential channel. By overlaying your current retail distribution with this competitive data map, Moxi identifies locations by type where competitive brands are being sold instead of yours.

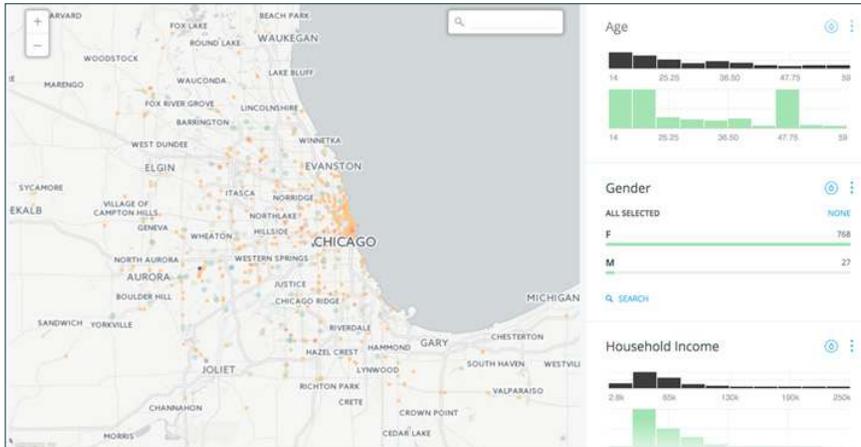


*Moxi combines first and third party data to create an aggregate profile for each retail outlet.*

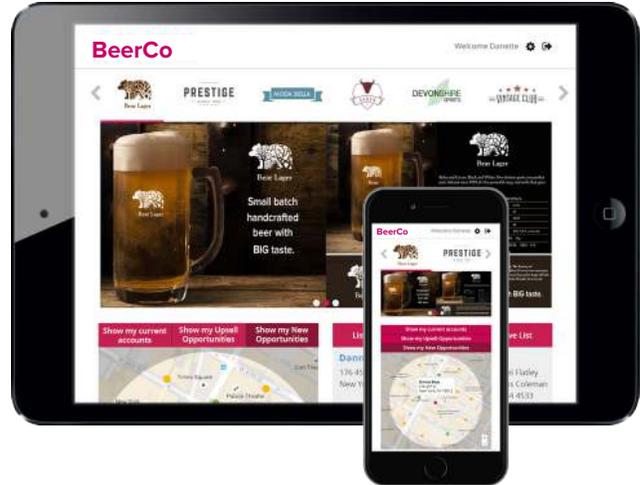
## New Revenue Forecasts

Outlet profiling is a key component of Moxi. Identifying the demographic profile and purchase likelihood of a neighborhood is an indicator of potential brand adoption. Moxi taps into Nielsen Spectra™ data and maps your existing distribution to Spectra Consumer Trade Areas (CTAs). This provides three critical pieces of information: behavioral-based consumer segmentation, consumer choice trade areas, and consumer-based volume forecasting. A further refinement of this profile can be achieved by layering ePOS data to track local retail purchases as an indicator of local brand preference.

Moxi will produce a revenue forecast by location type mapped to your existing distribution—right down to the revenue potential by individual sales rep. All this local insight data is combined with your depletion data to create a MoxiIQ or profile of each retail outlet.



*Moxi provides the revenue potential by outlet and stack-ranks the prospects for your sales channel to pursue.*



*Moxi Mobile delivers actionable Big Data insights directly to your sales representatives.*

## Hand Your Sales Reps a Hit List

Moxi will access social media data to find brand segment sentiment—that is, conversations that are happening on social media related to your brand

and segment. This segment is dynamically scored by evaluating the aggregate social media chatter around the topic, i.e. is this just a comment or tweet, or is this a lively, multi-party discussion around your brand topic. Negative sentiment can also be taken into consideration as it relates to the Moxi brand sentiment score.

Moxi applies its IQ to retail opportunities for both new business and up-sell opportunities by brand. Rather than a single

analytic insight, Moxi can deliver hundreds or even thousands of concurrent, targeted insights, or hunt list, to individual sales reps.

Each sales rep has an account on Moxi with your brand, and can access their hunt list via web browser or even by smartphone or tablet with Moxi mobile.

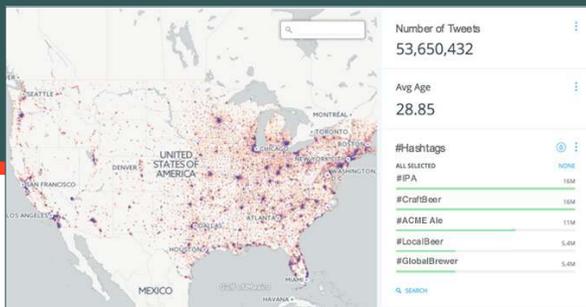
# The Ultimate Beer Bash

A leading brewer used Unifi Moxi to identify millions of dollars of untapped revenue. Moxi identified competitive craft beers being sold at three different retail types: bars, restaurants and event venues.

By combining daily depletion data with competitive sales data, social media data,

Nielson Spectra data, and Thrillist data—over 40 million data points— Moxi created an exact profile for current sales locations.

Moxi then applied that profile to thousands of locations where the beer was not being sold to create a stack-ranked priority hunt list for individual distributor sales reps. These precise insights are delivered daily to each rep via a web browser and their mobile phone or tablet.



*Moxi helped a major US beer brewer uncover millions in potential business for their leading brand.*

## A Turnkey Solution

Moxi is a brand manager's one-stop resource to identify new revenue. As a standalone product Moxi provides a simple interface to enter a brand name, competitive brands and subject sentiment. Once Moxi is connected to your existing data, simply type a brand name into the Moxi dashboard to get a visual map of your potential revenue in minutes. Filter your Moxi results by geography, type of outlet, demographic profile, or other preset parameters and then either export the list, or provide access to the live data via the Moxi web browser or mobile interface.

## Actionable Big Data at the Point of Sale

Moxi mobile takes the insights created by Moxi and delivers them to the sales rep wherever they are. Not only will Moxi show the rep the performance of their current accounts, it will also show them geographically where other opportunities exist for new or up-sell business.

Moxi can also provide the rep with brand promotions and sales sheets targeted at the specific location they are about to enter, arming them with the data to explain why your brand is a good fit for this location.

There has never been a sales tool as valuable for sales enablement as Unifi Moxi!

Unlock the potential of your brand—give us a call and we'll show you how your brand can have **Moxi**.

**About Unifi** Unifi provides a comprehensive suite of self-service data integration tools and business-specific solutions to empower business users. Unifi is the only self-service platform that combines data discovery and data preparation into a single platform. This dramatically simplifies the learning curve and delivers business insights sooner.



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