

Gensa Group

G3 Catman

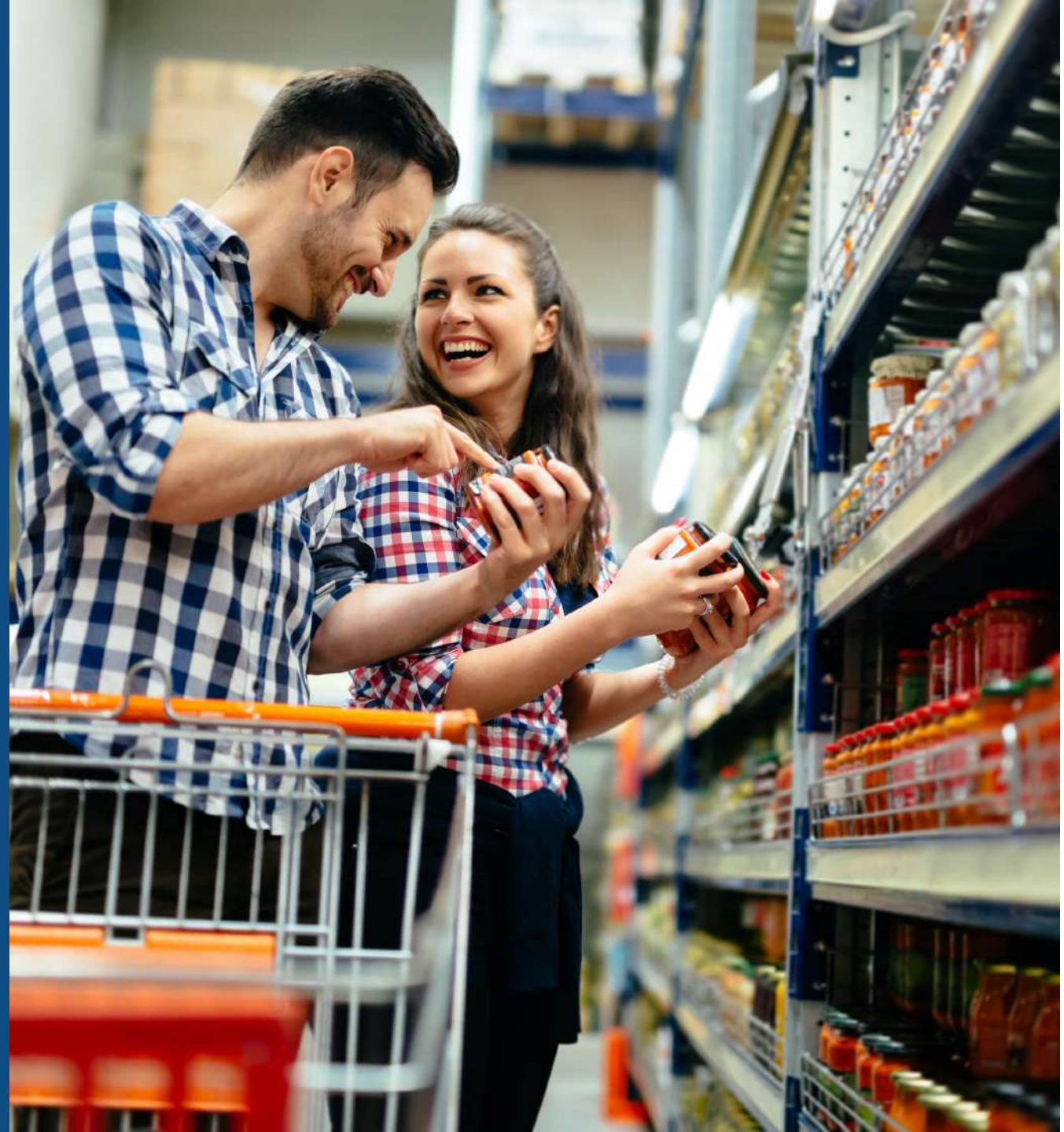
www.gensagroup.com



Microsoft
Partner



Gold Cloud Platform
Gold Data Analytics



Retail Industry: How to use data to gain a competitive advantage?

In a highly competitive retail sector, and the multitude of different data types coming from your POS and third-party sources, it is no wonder why we struggle to consolidate data. CPGs and supermarkets need an efficient, aggregated solution to analyze their data to make product and strategic decisions.



CHALLENGES

Execution of display and promotion, time spent wrangling historical data, ensuring successful product launches, and analyzing pricing are obstacles we face every day as Category Managers.

IDEAL SOLUTION

Category managers need to be able to see data and sort it within seconds. Our decisions are based on complex reports that reflect the millions of products we manage. We need data efficiency to help us focus on creating opportunities to better serve our customers.

DESIRED OUTCOMES

Category managers need to spend their time controlling, conducting, and implementing business strategy to maximize profits.



The Gensa Group

G3 Catman

We are a consulting and SaaS partner that turns data into your competitive advantage. By combining multiple sources of data into one dashboard, you will be able to efficiently conduct and strategize your business.

DRILLABLE DASHBOARDS WITH VISUALIZATIONS

G3 Catman removes the need to be tech saavy. It provides a powerful analysis of drillable, presentation-ready dashboards that can be easily shared, between internal and external users and is mobile-friendly.

FAST IMPLEMENTATION

Implementing G3 Catman into your current framework is easy and fast. You will be able to see your business in greater perspective in a matter of weeks.

AZURE AND POWER BI

Because G3 Catman utilizes the Azure Cloud and Power BI, you can be assured that your data is 100% secure and transformed into the most visually dynamic dashboards.

Coca Cola + G3 Catman

Thanks to our relationship with the local and regional Microsoft offices, Gensa is now working with Coca-Cola Central America to help analyze their customer sales data in 5 different countries, with 12 of the largest local retailers and 10K+ different product SKUs to track. This analysis will give Coca-Cola regional insights they have never had before. Other big brands are already seeing results.

G3 Catman + Azure Cloud

G3 Catman is cloud based, thus providing a scalable solution so we can grow with your business. Because it utilizes the Azure cloud, you can count on your data being 100% secure.

G3 Catman + Power BI

G3 Catman relies on Power BI to create astonishing dashboards, so you can get the answers you need within a few clicks, without having to recode your data.



Customer success: Spectrum gains sales of 1-3% using G3 Catman

Spectrum, an American Fortune 500 company, needed help in their LATAM division. It faced challenges combining sales information from their wholesalers and large customer accounts because of diverse data formats from different countries and inconsistent reporting cycles. G3 Catman created a standardized data collection system that fed advanced analytics which ultimately gave them the ability to better manage their inventory.



SALES INCREASE BY 1-3%

Inventory control combined with better forecasting and buying resulted in Spectrum's increase of 1-3% in their sales

INCREASED CONTROL OF INVENTORY MANAGEMENT

For their wholesalers, G3 Catman has improved their fill-rate factor, enhanced inventory management, and increased sales, all while avoiding restocking problems.

SECURITY AND IMPLEMENTATION

“Having an analytical tool and services that could give us peace of mind that all the data is being correctly integrated, coming from all our wholesalers, was something that we needed the most.”, General Manager, Spectrum Brands, Guatemala

Success Cases



With the implementation of the G3 Catman solution, we gained the ability to monitor all of our strategies across geographical locations. **This has had a huge impact on our ability to adjust to different market conditions, while decreasing our IT costs.**

- CIO, J&J Mexico and CAM



PEPSICO

“G3 Catman improved our analytical skills enabling regional visibility, and saving time in the consolidation process.”

- Senior Category Manager, PepsiCo, Mexico



Having an analytical tool and services that could give us peace of mind that all the data is being correctly integrated, coming from all our wholesalers, was something that we needed the most.

- General Manager, Spectrum Brands, Guatemala

Let data be your competitive advantage

G3 Catman

Schedule a free demo: sales@gensagroup.com

Ask a question via email: sales@gensagroup.com

Learn more: www.gensagroup.com

Find us through Microsoft: <https://powerbi.microsoft.com/en-us/partner-showcase/gensa-group-g3-panel-for-catman/>



Gold Cloud Platform
Gold Data Analytics

