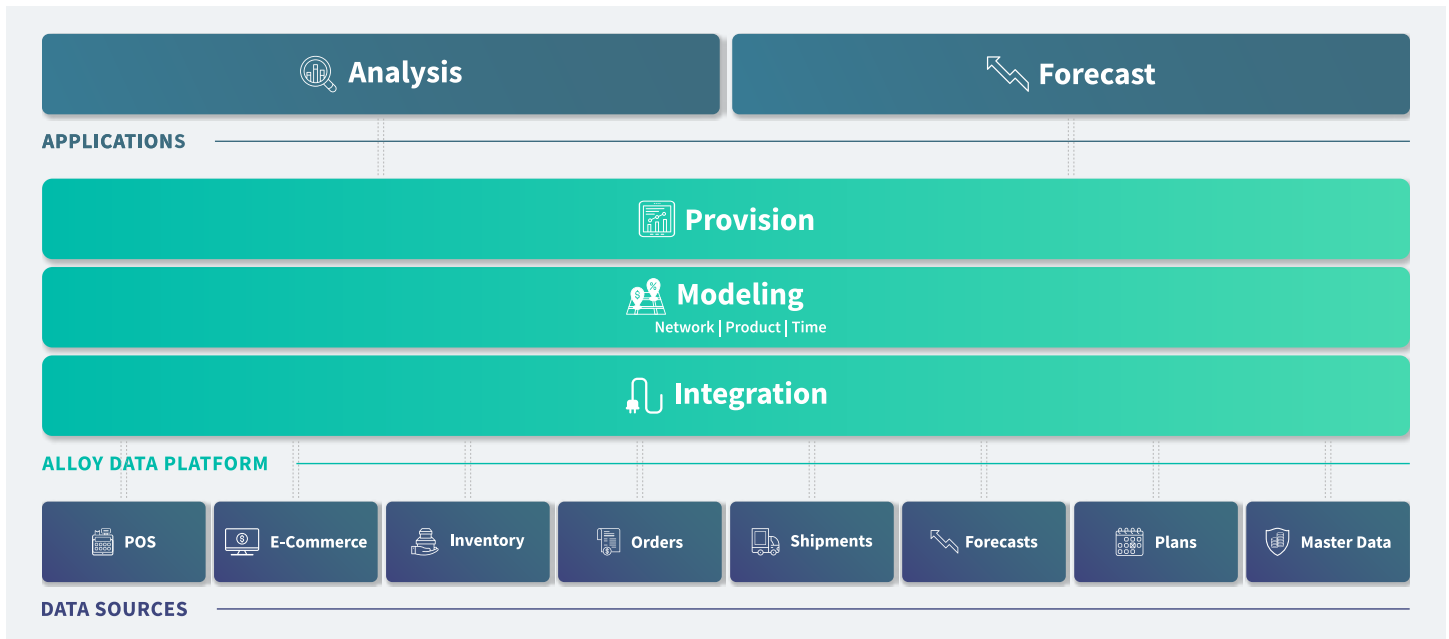


# The Alloy Data Platform

Activate your data to bridge the gap between planning and execution



The Alloy Data Platform was built for consumer goods supply chain and sales data. Our solution integrates, maps and translates information from different sources across your network every day, providing your teams with the shared context they need to streamline decisions.



## Integration

Connect with external systems to receive raw data, cleanse it, and as desired export to spreadsheets or other systems.

- **Sources:** Alloy pulls in POS, inventory, orders & shipments, product and location master data, forecasts and plans from internal and external systems like retailer portals, EDI files, API endpoints, SFTPs, emailed text files (.txt, .csv, .xlsx) and ERPs, including historical data
- **Pre-built connections:** Our library of source connections continuously ingests data from internal and partner systems
- **Validation:** Alloy cleanses and verifies the recency and accuracy of data ingested from other systems
- **Destinations:** Export to CSVs or create links with other systems to push data from our cleansed database



## Modeling

This component of our data platform makes it easy for anyone to slice your supply chain data by any combination of SKUs, locations and time periods.

- **Product:** Alloy creates a signature for each SKU, so you can analyze products across supply chain tiers and partners that identify and organize them differently
  - Unique product IDs across different partners and your internal language
  - Pack size and unit-of-measure conversion (eaches, cases, volume, etc)
  - Product hierarchies
  - Additional product attributes (GTIN, colors, special editions, etc.)

- **Network:** For each SKU, Alloy creates a digital map of how the product flows through your network along with tagging locations for geographical analysis
  - Locations and location types (plants, warehouses, stores, and ecommerce)
  - Shipment lanes
  - Lead times
  - Sales territories
  - Custom location attributes (inventory targets, retail marketing, etc.)
  - Aggregate or disaggregate plans or targets by SKU and location
- **Time:** Understand the past, present or future by flexibly analyzing your data at any time interval
  - Partner and internal fiscal calendars
  - Granularity matching (e.g., weekly to daily)
  - Forecast versioning (tracking different versions over time)
  - Historical comparisons
  - Aggregate or disaggregate plans or targets at the monthly level down to weekly or daily levels
- **Event (beta):** Overlay events like promotions, displays, product launches and COVID lockdowns on the relevant SKUs, locations and time periods



## Provision

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Once your data is collected and modeled, the provision layer serves it to our user-facing forecasting and analysis applications...

- **Metrics:** Flexibly calculate KPIs and other markers to describe the past, present or future for any slice of your business
  - Calculated metrics (comp store sales, promotions, phantom inventory, unconstrained demand, lost sales \$, etc.)
  - Simulated metrics (future units on hand, weeks of supply, etc)
  - Change assumptions for calculated or simulated metrics
  - Partner-specific and industry best practice metrics
- **Administration:** Manage data coming in and out of Alloy
  - Data status page (keep track of recency, availability)
  - Source credential management
  - User roles
  - Dashboard and data permissions
  - Two-factor authentication and SSO

## Other Features

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- Dynamic caching
- Ongoing storage
- Failure recovery
- Dedicated cloud environment for your company
- Support from Alloy's data operations team

## Why Alloy

- **Built for consumer goods data:** Feel confident in a solution tailor-made to ingest, map, translate, maintain and analyze your data.
- **A single source of truth:** Align all of your teams by providing a unified and current view of supply and demand across your network.
- **Speed to insight:** Empower your team to identify risks and opportunities in real time so they can take action when it's less costly and easier to control or while the opportunity still exists
- **Flexibility:** Hone in on any slice of your business to pinpoint risks or opportunities and fully-understand the impact of potential responses when deciding what to do
- **Multi-tier visibility:** Everyone understands the downstream and upstream context of their decisions

To learn more, schedule a demo at [alloy.ai/contact](https://alloy.ai/contact).