

Why should
we care about
POS?



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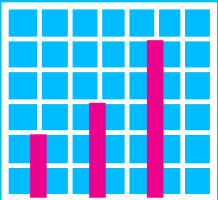
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POS data is quickly becoming a strategic advantage for many consumer goods manufacturers. In the past, many companies used their shipment or order information to identify how much they were selling. **Today it is critical to know when products are selling, which products are selling, and where they are selling. Any company hoping to achieve a competitive advantage must be using POS to it's full extent.** Over the next few years, any company hoping to sustain their competitive advantage will need to have the ability to analyze their POS data. This ability is quickly becoming a necessity where once it was considered a luxury.

Why is POS data so important?

Because it gives precise information on your consumer's actions. *It helps improve retailer relationships as well as maximize internal business efficiencies. It improves retailer relationships by providing you with the ammunition to help them understand your sales.* You are now able to tell exactly when products were purchased and from what stores at various levels of detail. More and more retailers understand the value of providing POS data to their vendors. In the past, they didn't want to share this information. That philosophy has been changing rapidly. *The more the manufacturers and distributors know about their product movement, their customer's actions, the effectiveness of promotions, overall sales, etc., the more value they can bring to the retailers.*



The whole philosophy of category captains revolves around this concept of providing so much value to the retailer that they trust you to manage shelf space. This is a great status for a manufacturer to have with their retailer. Understanding and streamlining the POS data integration process also improves your internal business efficiencies. **No longer do companies have to worry about going to dozens of different sources to create reports. Now they can access a single, integrated area of information.** They are freed up to actually analyze data rather than spend their day gathering data and pulling together the same reports over and over.



In addition, it **makes you smarter about your business. An integrated solution provides you with faster, more accurate access to information.** It can be integrated to help you better manage your supply chain, measure effectiveness of promotions, determine effectiveness of sales territories, identify exceptions quickly, etc.