

CONNECT ENTERPRISE

# YOUR FUTURE. TRANSFORMED.

## REIMAGINE YOUR APPROACH TO DATA

We live in a fast moving, data hungry world. We are inundated with more customer touchpoints and more data to make sense of than ever before. Oftentimes this data lives in a silo where it can't relate to anything around it, making it difficult to scale and fuel growth. Ignoring this reality and remaining stagnant can lead to an inability to grow, confusion across the organization, and analytics without a purpose.

Connect Enterprise is the first of its kind technology platform. Powered by Microsoft Azure, it encompasses the widest range of data, analytics and user-based applications from Nielsen and a rapidly expanding group of Connected Partners. This platform will not only help our clients make better and faster decisions, but permanently disrupt the landscape of market measurement.



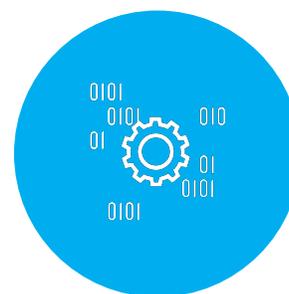
### Open architecture to fit any data strategy

Compatible with modern methods of access - our open, cloud based platform keeps up with the latest technology innovations to meet any user and customer demands



### Tap into data without moving it

Data integration and enrichment with no limitations provides the flexibility to access, enable and elevate data in new ways across your organization, at deeper levels



### Predict and optimize how to take action

Granular big data, coupled with sophisticated data science methods, power applications that continually automate, predict and discover opportunities

# CONNECT ENTERPRISE

**Central portal**

**Easy to build, digestible reports**

**Intuitive, casual user dashboards**

**Suite of Analytic Applications**

**Suite of Studios for Data Scientists**

**Add-on Connected Partners**

Market	Total US Food	MARKET S
SALES	\$48.2B	\$25.1B
SALES CHANGE	3.9%	3.3%
		-0.3p

## AN ASSET ACROSS BUSINESS ALL FUNCTIONS

**Brand Manager** - Understand the drivers of category and brand performance—across both your brand and your competition. Powered by a first-of-its-kind analytic model, you'll have the ability to see your sales and media drivers together in one place.

*Key Feature: Business Drivers*

**Data Scientist**- Create robust and repeatable insights with greater automation in content integration, reusable analytic components, and an elastic capacity model in a self-serve tool.

*Key Feature: Intelligence Studio*

**Sales & Marketing** - Access pre-defined stories, powered by automation, to collaborate and tell the best brand story for when retailers ask for insights and recommendations on the fly.

*Key Feature: Stories*

**R&D Manager**- Detect and measure innovation trends and revenue across a category. By combining AI with product characteristics and sales data, you can seamlessly identify new products, benchmarks launches, and aggregate performance for each player in your category.

*Key Feature: Innovation Performance & Measurement*

For more information, please contact your Nielsen account manager

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