

# Heat Maps

## Pinpoint distribution opportunities to focus sales efforts.

Aperity's Heat Maps tool literally shows users where current and potential accounts are located, as well as how they perform. Our easy-to-use interface lets you logically progress from nationwide distribution to store-level data and create a list of stores to target, track, and monitor success.

- View the density of where your brands are sold across multiple markets.
- Quickly identify stores in your target that carry your products.
- Zoom to a specific store to review detailed sales activity.

Heat Maps help your sales force work more effectively by providing data-rich insights to narrow the playing field.

## Turn data into targeted opportunities.

Aperity offers user-friendly tools for every level of technical expertise. Developed on a MicroStrategy platform, our analytical solutions provide easy access to crucial metrics that support key decision makers within an organization.

- Access and interpret the information you need faster and easier.
- Customize performance indicators for inventory management, distribution modeling, brand launch performance, promotional effectiveness, and more.
- Get split-second responses to ad hoc requests from any web or mobile device.
- Quickly create Microsoft Office-based presentations for broad distribution.

Aperity's suite of Business Intelligence solutions work seamlessly together or as stand-alone applications.

### Data Collection

INTEGRATOR™

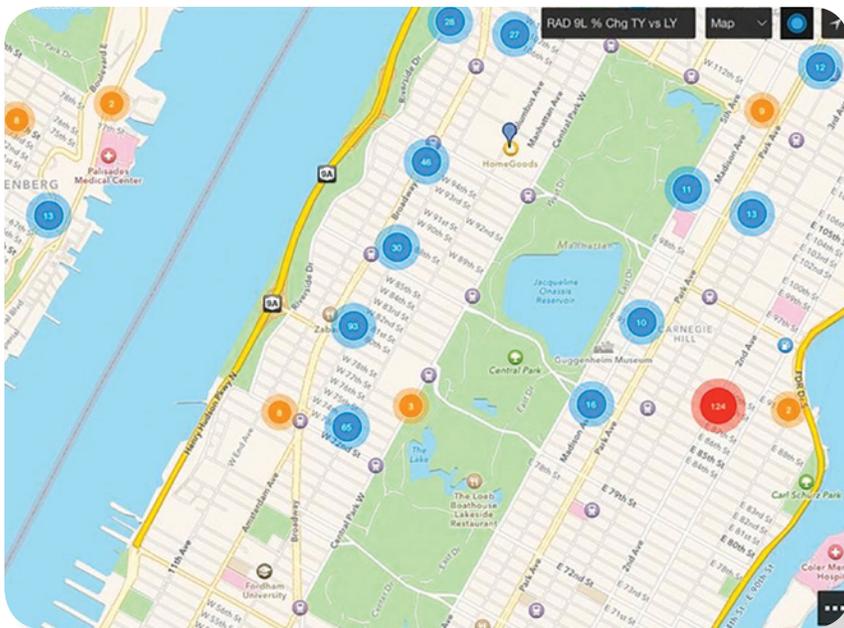
### Analytics & Reporting

Standard

Visualization

Heat Maps

Clustering

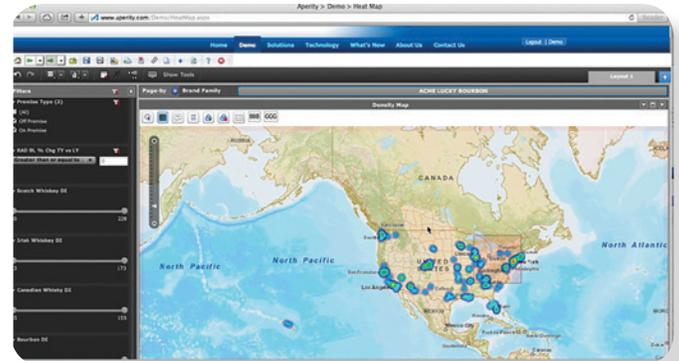


For more information, visit [www.aperity.com](http://www.aperity.com)

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## Observe accounts at granular and total market levels.

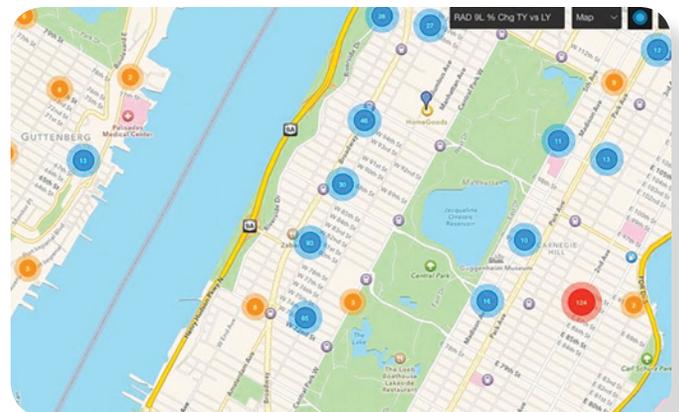
- Aperity's Heat Maps let users quickly assess distribution patterns in various geographical areas. Red indicates higher account density; blue indicates lower.
- Use invoice-level distribution data to analyze market behaviors, or quickly integrate additional sources.
- Change demand index filters to see the stores that fit into the profiles you set. Results update instantly.
- Highlight the region you want to target to zoom into specific store details.



Compare promotional efforts vs. actual performance anywhere in the United States.

## Quickly identify stores that carry your products.

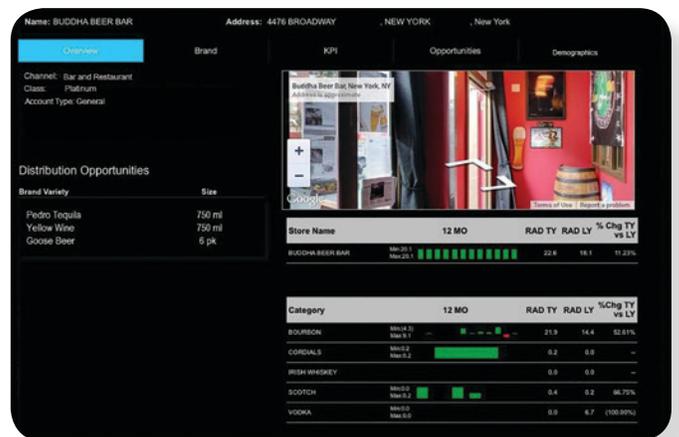
- The circles represent the number of stores in the geographical area.
- Drill into specific clusters to review performance, spot distribution gaps, and discover untapped opportunities.
- Export location and performance data to use for target lists and tracking.
- Click on a circle to concentrate your focus on select stores.



Share heat map data with distributors to encourage better time management in the field.

## Analyze distribution opportunities at the store level.

- Individual store overviews detail portfolio performance and volume thresholds by account and category.
- Click on the brand tab to review the size and depth of portfolio placement in the selected account.
- Switch to the salesperson overview to measure individual sales performance.



Assess how key brands are doing at the point of sale while your sales rep is in the neighborhood of an individual store.