

Consumer Goods

TECHNOLOGY

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BENCHMARKS

THE PULSE/INSIGHTS/SPECIAL REPORT

THE PULSE

THE BEAT OF THE INDUSTRY



HORMEL'S COMPETITIVE EDGE

Hormel Foods Corporation sinks its teeth into Interactive Edge's XP3 Suite to better analyze syndicated scan and panel data and to automate the updating of its customer business planner. "XP3 will allow Hormel Foods to maximize our usage of data as a sales tool by creating actionable analysis that will take the form of easy-to-understand, dynamic Microsoft PowerPoint presentations," says Ryan Michaelis, national category sales manager of Hormel Foods. "The amount of time it will take us to create our category management and selling stories will be dramatically reduced thanks to the efficiencies of XP3, allowing more time to uncover uncommon insights that will set us apart from the competition." XP3 Suite from Interactive Edge allows organizations to easily manage data and build data-driven reports and presentations. The resulting analysis can be disseminated to management, retail partners and field-based users.