FAIRFAX INTEL

Managed Analytics

Transforming Data Into Actionable Intelligence

We locate, clean and organize data from multiple internal and external sources to produce intuitive dashboards enabling our clients to make smarter, faster decisions that drive and grow their businesses

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Fairfax Intel Overview

○ Founded in 2016

○ 20+ years in analytics from startups to Fortune 20

○ 7 professionals

○ 25+ clients ranging from $1mm in revs to $12B+ in revs

○ 100+ apps/solutions developed for clients

○ Service hosted in cloud or locally at clients preference

○ Referral and white label models with partners

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Who We Are/Aren't

○ We don't sell software

○ We provide services and applications that help clients better manage their or 3rd party data

○ We are industry agnostic

○ We speak both geek and business
  • We translate, absorb, synthesize and create solutions for decision makers using business and technical knowledge, partners and tools

○ Our clients and partners are experts in their domains while we are experts in managing data

○ We make our partners heroes

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Experience

John Fitts
Principal/Founder

- 20+ years in analytics from startups to Fortune 20

- 20+ years in managing business functions and P&Ls

- Expertise in identifying KPIs that drive business

- Expertise in speaking business and technology

<u>Solutions</u>	<u>Industries</u>
Sales	Wholesale Distribution
Marketing	Retail Mass Market
Operations	Online / e-Commerce
Financial Performance	Medical Practices
Competitive Intelligence	Internet Technologies
Customer Behavior	Telecom
Market Intelligence	Real Estate
Channel Performance	Private Clubs

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Leadership

John Fitts - Principal/Founder

- 20+ years in analytics from startups to Fortune 20
- VP Marketing and Digital Ops/Baker & Taylor ($2B)
- Dir. Market Research & Analysis/Hughes Supply ($5B)
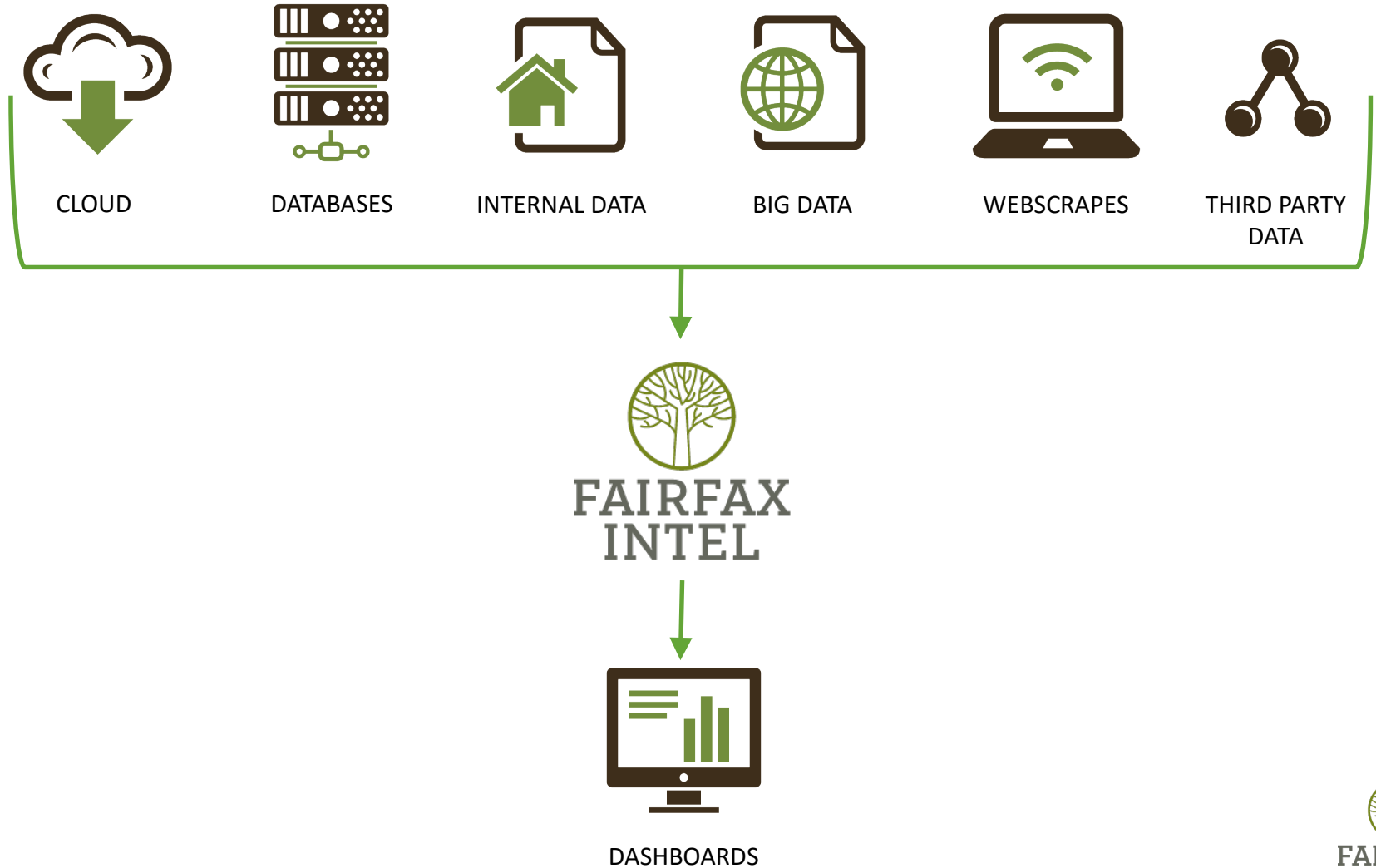- Dir. Marketing Strategy/Home Depot ($108B)

Bob Fitts – Business Development

- 30+ years in finance, ops, senior management from startups to Fortune 100 (Prudential Financial and Goldman Sachs)

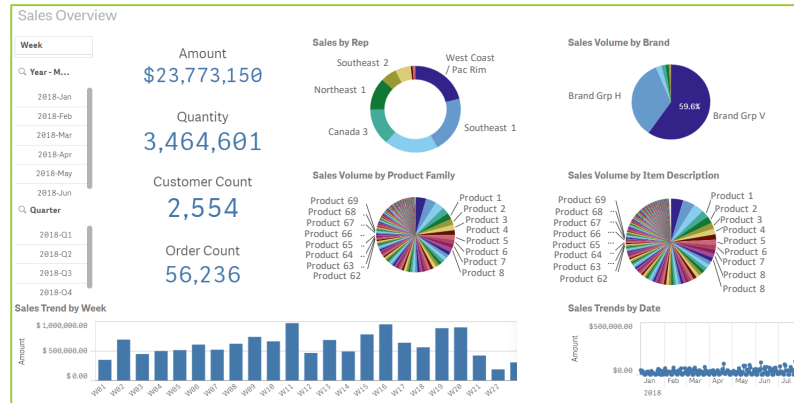FAIRFAX
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A Smarter Path Forward

Clients

Partners

Sample Application Templates

Sales Analysis

- Volume by product/customer
- Volume by brand/sub-brand/items
- Customer/channel views
- Order count/ Avg. order volume
- YoY/YTD/MoM/MTD/Daily views
- Geography views (US & Global)

Profitability Analysis

- Gross Revenue/Gross Margin
- COGS (item level)
- Profitability by Customer
- Profitability by Product
- Profitability by Sales Rep
- Quad Matrix analysis by Product
- Quad Matrix analysis by Customer

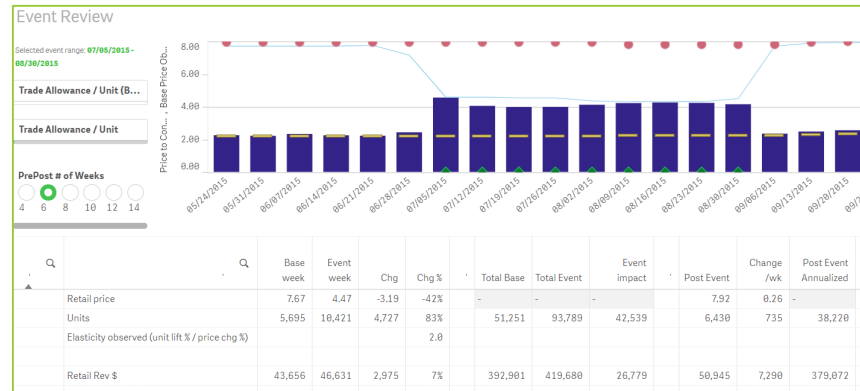# Sample Application Templates

Inventory Analysis

- Volume of product/SKU on hand
- Avg. weeks supply on hand
- On hand value/vol. by warehouse
- Aging and forecast by product
- Threshold alerting for on hand qty
- Views by brand/family/item
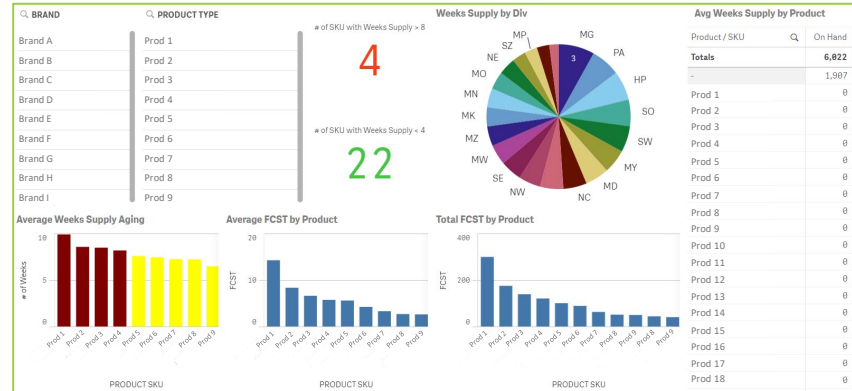
Product Promotion Analysis

- Unit/sales/lift by period
- Pre/post period analysis
- MSRP and price to consumer
- Trade allowances
- Retailer margin
- Distributor margin
- Variable costs (% of GR)
- Impact by event/post event/annual
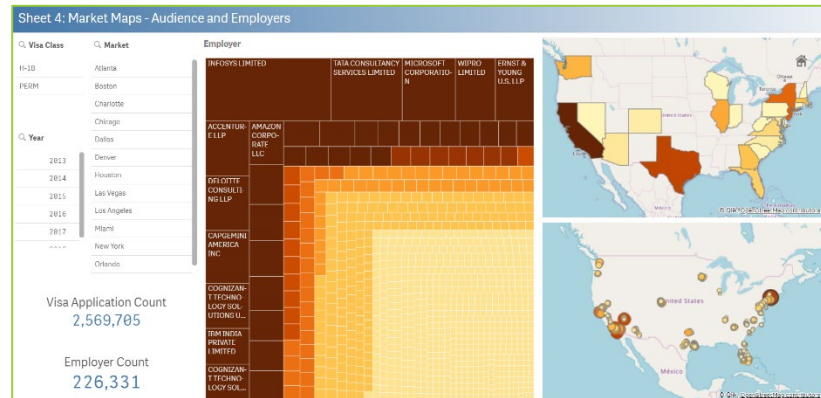
Sample Application Templates

Prospects/Contacts Analysis

- Data sourcing for contacts
- Profiling and segmentations
- Global, state, zip code views
- Export functions to spreadsheets
- Integration with CRM tools
- Integration with campaign platforms
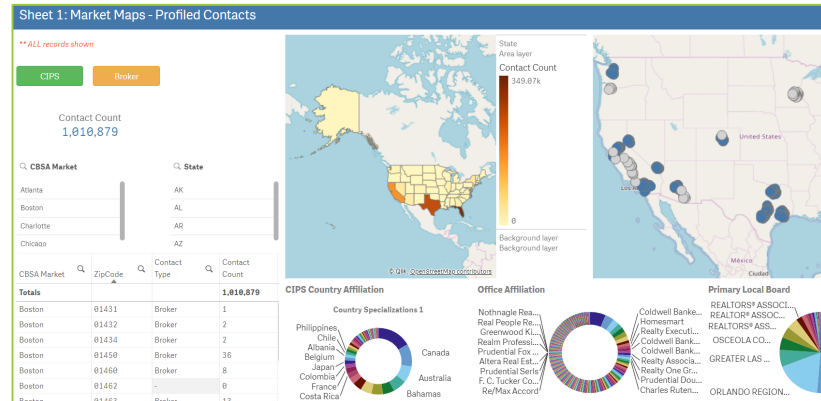
## Market Demographic Analysis

- Data sourcing for market intel
- Blends multiple data sets
- Blends client data with market data
- Global/state/zip code views
- Export functions to spreadsheets
- Integration with CRM tools
- Integration with campaign platforms

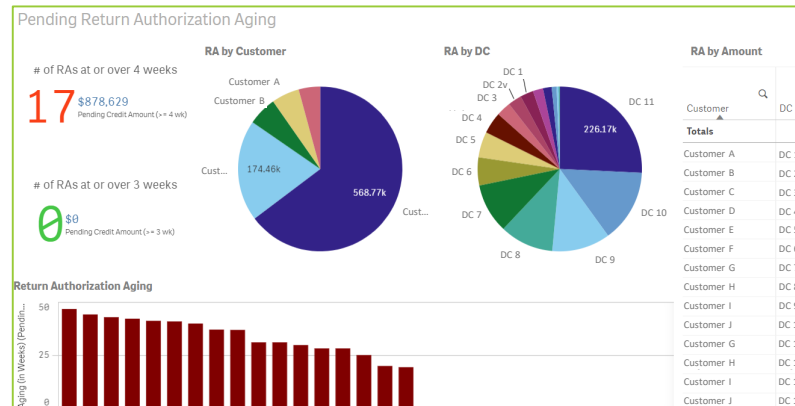FAIRFAX INTEL

Sample Application Templates

Retail Point of Sale Analysis
- Retail chain sales volume views
- Active stores by sales thresholds
- YTD/YoY/WoW trend analysis
- Geocoded store location performance
- Daily % change (units/sales)
- Views by chain/brand/family/item
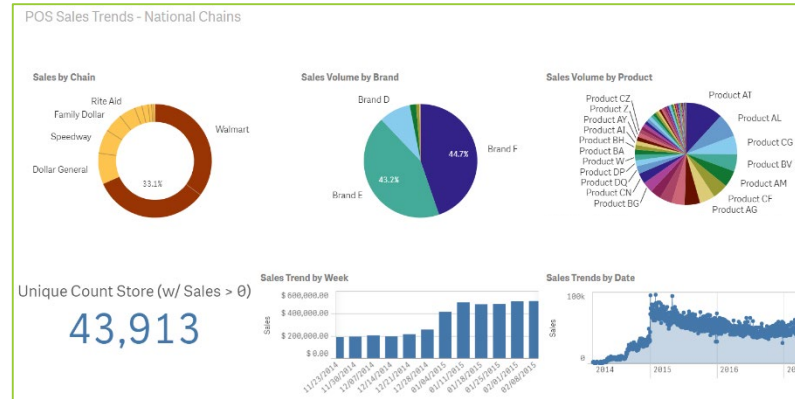
Returns Analysis
- Pending/Approved return authorizations
- Credit amounts by customer/distro cntr.
- Return authorization aging
- Threshold alerting by returns aging
- Threshold alerting by returns amount
- Variance on approved vs. applied credits

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Live Client Examples Available Via Video Conference

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