

MSF.Services Data Management

MSF.Services is a service provider for Category Management, Data Management, MasterData, DataClearing & Reporting. We are specialised on Master & Sales Data. We can handle all kind of sales data, regardless of the category, region, retailer & delivered format. Our job is to transform all this individual data to ONE common output and store it on our SQLServer. Here, data is available for all entitled parties. We also can combine those sales data with market shares (Circana, Nielsen), SAP (e.g. SELL-IN, Sales Reps) or other individual tables.

Output:

- ONLINE reporting (with parameters)
- Standard Reporting (Excel) by Mail or FTP
- Raw FLAT files (ORIGINAL raw data without any aggregation)
- individual connection to customer IT systems
- own installations directly on our server for your internal use
- individual ad-hoc reports requested from MSF and delivered as Excel table

Data:

- **Article MasterData** (we maintain ALL SKU/GTIN, stored on our Server with full categorization)
- **DOOR MasterData** (we have ALL stores available from our panel with full address and categorization (EMEA: more than 14.000).
- **Image DataBase** (we have thousands of product images available from panel, which can be used e.g. for shelfspace management)
- **Retail Data** (we have 60+ retailers from several countries in our DB)

Standard Reporting:

- There are some different templates available, which you can adapt to your individual needs.
- Every kind of report is possible, what you need is what you get (individual programming)
- Reports can combine different tables to ONE report
- Different levels possible, from single country and retailer to TOTAL EMEA reports on all retailers, splitted on eCom & stationary.
- Reports are available within 24 - 48h after delivery of raw data from customer

Our system is optimized for NORMAL sales people, without any BI knowledge. Therefore, you do not need to learn complicated processes, but will get “ready to use” reports where you can start your analysis immediately. Customer Teams do not need to invest any own work, all steps are done by MSF, from data retrieval to complete reports. Don't be surprised if this is cheaper as to do it in your own organization! We are specialised on this and have a lot of tools and pre-prepared parts available, which is much more productive as “reinvent the wheel” in every country new. Forget the “monthly report” to GLOBAL TEAM, we can create this in exactly the form they want, if data is available on our system. Our data is always compatible with other countries and retailers and has all necessary key fields integrated, to be aggregated and combined.

Beside this, we are not “egg heads” in IT, but have a very pronounced category knowledge in different categories & commercial landscape (main category: BEAUTY) which helps to understand the business.