

LMAA – IMR



Industry Market Read

B to B

Monthly

Data cleansing responsibility of participant
[protocol and agreed process talks to how]

2 Data feeds

1st feed : all sales including wholesaler [data processed by LMAA]

Market read [product by volume and value published by LMAA]

Industry Market Read

- 2nd feed depletion data from wholesalers & third parties
- wholesaler and third party data is stripped out and replaced with depletion data.
- [data processed by LMAA]

Summary data supplied to Nielsen for upload

- [no individual customer data]

Web based [Nielsen provides web tool]

Available to companies who populate the pool



Market read Products

- By department, category, generic and brand
- By volume [litres] – conversion table
- By value [published list price]
- Participants see their brands compared to market

Product attributes and values

- Attributes and values have been determined and agreed by LMAA industry work group. [all companies represented]
- GS1 Australia have facilitated discussion and prepared required business cases to ensure IMR requirement is achievable.
- Data string containing all attributes and values is available via the GS1 website
- All categories have been reviewed:
 - Beer
 - Wine
 - Spirit
 - RTD

How does the solution produce result?

- Products :
- Participating companies populate GTIN file with predetermined attributes and values.
- Publish catalogue to LMAA.
- This becomes a unique product table.
- Data file contains GTIN of sale.
- Individual company data file passes through unique table
- Data is populated with attributes and values required to provide the agreed data granularity.



Market Read Customers

- By channel
- By sub channel
- By channel category
- By banner
- By geographic area
- Participants see own data compared to market

Customer attributes and values

- Attributes and values have been determined and agreed by LMAA industry work group : [all companies represented]
- Industry standard identification covering:
 - Channel
 - Sub Channel
 - Channel Category
- Further identification covering ownership, management and banner have been included.
- Geo coding to the XY coordinate of every liquor license will provide geographical reporting in addition to the above.
- Individual outlets will not be identified in the market read

How does the solution produce result?

- Customers :
- Participating companies populate customer master file with unique outlet ID and liquor license number. Information is sourced from LMAA national liquor license data file.
- LMAA liquor license data base is the national customer table.
- Data file contains unique outlet ID and liquor license number.
- Data file passes through national customer table
- Data is populated with attributes and values required to provide the agreed data granularity.

Time Line As at 30th April 2010

- 22 Manufacturers have completed customer identification integration.
- 17 Manufacturers have complete GTIN requirement
- Intent is to proceed on a category basis:
[dates to be determined]
 - Spirits
 - RTD's
 - Wine
 - Beer