



ADC's Product Innovation Council



We seek to ignite new and innovative thinking, collaborate with peers and learn from contemporary voices to influence progress.

Technology influenced by you...with you

ADC's Product Innovation Council (PIC) is our initiative to stay on the forefront of innovation and thinking in the retail landscape. We are constantly innovating Fresh Item Management (FIM) to enable our partners and customers to reach and exceed those expected business outcomes. This is an exclusive invitation to you to be a part of the evolution.

We strongly believe that innovation is not possible in isolation. The path to breakthrough ideas is complicated. Some of the strongest innovations have been born out of a deep insight into unmet needs, human nature and commercial needs. These insights lead to ideas, but ideas must be executed and designed or else they miss the mark.

Through listening to our customers and partners, we learn how to solve problems and find ways to invest in our customers success to improve outcomes. Getting early feedback on product prototypes enables this to happen.

Your Commitment

The ADC PIC will meet bi-annually to discuss in depth operational areas that are critical to your business. These topics can range from analytics and dashboarding, forecasting, traceability, and ordering. At times, we will showcase demos or next generation features.

Who is a part of the PIC?

The PIC team will consist of creative members, engineers and technology experts from ADC's product team along with representatives from some of our trusted partners and clients. ADC's innovation team will continuously measure and evaluate the progress towards each next milestone of the innovation transformation.

There's a way to do it better—find it



- Thomas Edison

Upcoming Events

Analytics and Dashboarding

ADC recognizes the power of using analytical tools to provide retail operators with a clear visualization of their data, allowing them to drive their outcomes in fresh. Our discussions will seek to create a fresh look at the way decisions are made. Data at a glance or more detailed drill downs on sales and profit trends will be topics covered as we seek to pin point areas of opportunities or success.

Forecasting

These sessions will influence the future of fresh forecasting and include a wide range of topics from optimizing equipment capacity to predicting sales and waste trends for new product launches. Our forecasting will drive both fresh production as well as fresh ordering, in addition to being a tool for decision analysis and labor management..

Traceability

With all of the recent advancement in technology, ADC realizes there is an immense opportunity for the retail community to advance its traceability capabilities, impacting the overall health and transparency of the food we eat. Our discussions will cover numerous aspects of traceability including Door to Floor traceability—being able to trace the journey of a produce item from when the item comes in through the supply chain and transforms into the shelf.

Ordering

An endcap for a complete fresh item management software solution, fresh ordering, provides retailers with powerful tools for reducing out of stocks and food waste. Our discussions will aim to dig deep into what a fresh ordering system should look like and how to incorporate new channels of orders from e-commerce and kiosks.

ADC's Product Team

Shamus Hines
CEO

Joydeep Roy
CTO

Pete Caito
VP of Product

Mark Molter
Global VP of Sales Engineering

Girish Gopalakrishnan
Architect

Interested in Learning More?

+1.813.849.1818

Sales@AppliedDataCorp.com

www.AppliedDataCorp.com



www.AppliedDataCorp.com
Making Fresh Possible