# Vimto Soft Drinks selects Exceedra to improve integrated business planning and customer insight.

*To support a period of high growth, Vimto Soft Drinks chooses Exceedra to improve productivity*

**London, 25 June 2011:** Today Vimto Soft Drinks, one of the UKs fastest growing Soft Drink companies, announced that they have selected Exceedra, a leading software solutions provider of Insight Driven Planning, to enable the integration of Vimto Soft Drinks commercial and supply chain planning and to improve insight from retail POS (Point of Sale) data.

Vimto Soft Drinks is now significantly outperforming the market, growing at a rate of 15.3% year on year (Nielsen total coverage MAT 16/4/11), and needed to replace existing promotion management systems, as well as to provide better and more effective integration between commercial and supply chain teams . Providing an integrated business planning solution that supports the full Sales and Operational Planning will support cost reduction and faster forecasting to better manage and continue the growth and expansion.

"We selected Exceedra as the best company that could support integrated commercial and supply chain planning combined with retail insight." Explains **David Mitchell, Operations Director at Vimto Soft Drinks**. "Exceedra also had a very deep understanding of our business sector, as well as our needs as an organisation, which impressed sales, supply chain and finance, all of whom were involved in the selection process.."

"Vimto Soft Drinks are a hugely successful company, and have shown consistently strong growth with new products and overall increased sales" explains **Richard Nicholas, Director at Exceedra** "by integrating commercial and supply chain planning & forecasting with in depth retail POS data, they can expect to facilitate even more growth by improving productivity, increasing control over account and promotional plans, and improving overall visibility & accuracy of forecasting across the organisation."

The project is expected to go-live across the organisation in late 2011.

**About Exceedra**

Exceedra, established in 1987, is a leading software vendor focused on all aspects of Commercial and Supply Chain Planning. Our products help companies in Consumer Goods, Manufacturing, Retailing and Wholesale sectors improve revenues, margins and service levels through improved insight and planning.

The company supports a global customer base and has a history of innovation and leadership. We are passionate about providing quality software that delivers profitable business benefits and increases productivity for our customers.

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