

It's almost noon. The presentation is tomorrow.

You need compelling facts to support your pitch...

Where do you turn?





SmartSupport™

A better way to find information

Trusted data, fast delivery, budget-minded.

Providing customized
data collection,
insights and solutions.

Introducing Technomic's SmartSupport, a service that helps you capitalize on the valuable information provided by our Digital Resource Library (DRL), MenuMonitor, Technomic's Knowledge Center and other Technomic products. SmartSupport offers a cost-effective and comprehensive review of Technomic products to deliver **quick responses to specific questions**, arming you with the information needed to build presentations, conduct **competitive analyses**, understand data points, find potential leads and much more.

WHEN TO USE SMARTSUPPORT

Contact the SmartSupport team whenever you need to:

- Conduct research but you're short on staff and time
- Implement a system for monitoring trends
- Gain a better understanding of industry financials
- Enhance presentations/reports
- Quickly locate facts and quotations for press releases

WHAT YOU RECEIVE

Information is provided in a format that best suits your needs, including:

- Ready-made presentations
- Industry-specific snapshots
- Excel files of relevant data
- Customized reports

SCOPE

The breadth of available data used to conduct your research varies with each client, depending upon your request and what resources you already own. The SmartSupport team uses only the data specific to your industry to **deliver the results that matter most to you**.

SMART SUPPORT CAPABILITIES

Saving you time and money, we use the Technomic data you already own to provide additional insights on:

- Menu Category and Segment Trends
- Limited Time Offers and New Products
- Hot Topics and Industry Trends

“At noon on Thursday, we learned that a major national chain account wanted to meet at 9 a.m. on Friday. Using SmartSupport allowed us to walk into the meeting with relevant data that showed our chain-customer how and why their competitors and customers preferred our brand over other options. And our customer agreed.”

— *Senior Brand Manager at a leading beverage company*

CASE STUDIES

- **A leading soup manufacturer wanted to provide a key customer with information on the quick-casual industry to help them revamp their menu positioning to better compete in the segment.** The manufacturer aimed to equip the client with fresh ideas and insights on current trends affecting quick-casual operators. SmartSupport assembled a customized presentation that examined the customer’s competitive set, pricing strategies, ingredient trends, menu analysis, as well as consumer insights.

▶ **RESULT?** The manufacturer was able to deliver fact-based insights and value-added service to the client, while promoting their own products as opportunities for menu growth.

- **A national full-service restaurant operator wanted to flesh out their competitive analysis for an annual strategic planning meeting the following day.** The operator’s objective was to educate staff on the state of the current market in order to identify opportunities for new initiatives. Technomic’s SmartSupport team provided a boardroom-ready slide deck to be incorporated into their existing presentation. The slides compared key competitor financials, growth rates and menu development, while analyzing industry trends affecting the full-service segment. To help identify opportunities for menu expansion and new promotions, profiles of innovative emerging chains were also included.

▶ **RESULT?** The SmartSupport competitive intelligence supplement was well-received in the meeting, spawning insightful discussion and new marketing solutions for competitive challenges.



To use SmartSupport today, or to learn more about this service, please contact Patrick Noone at 312.506.3852 or pnoone@technomic.com.

TECHNOMIC INFORMATION SERVICES
Food industry information you can count on.

www.foodpubs.com

About Technomic Information Services

Technomic Information Services has been tracking the foodservice industry for over 40 years, providing industry intelligence, forecasts, data and training support to manufacturers, operators and distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Technomic Information Services delivers distinctive, premium content to its customers.

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