

# Smartsheet for Consumer Goods

## Overview

In the competitive consumer goods landscape, driving improved efficiencies empowers teams to remain focused on developing their big idea. From expanding to new locations, to store communications and marketing campaigns, leading retailers turn to the Smartsheet platform.

Smartsheet empowers retail companies to streamline and stabilize repeatable processes, including supply chain management, new product development, tracking strategic initiatives, and more. Using Smartsheet, teams gain more visibility into the work being done and instant return on investment, all so they can continuously improve the customer experience.

## How Does Smartsheet Help My Organization?

Leading retailers rely on Smartsheet to deliver on initiatives that drive greater customer delight.



### Omnichannel Campaigns

Increase cross-channel integration and management, reduce campaign expenses, and realize campaign results faster.



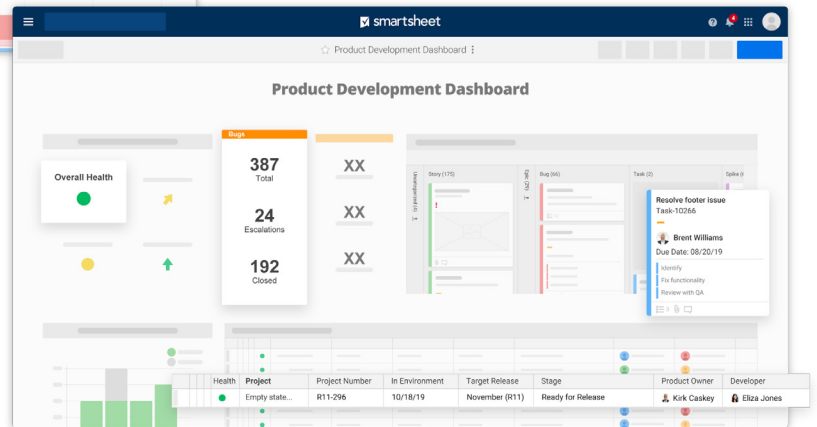
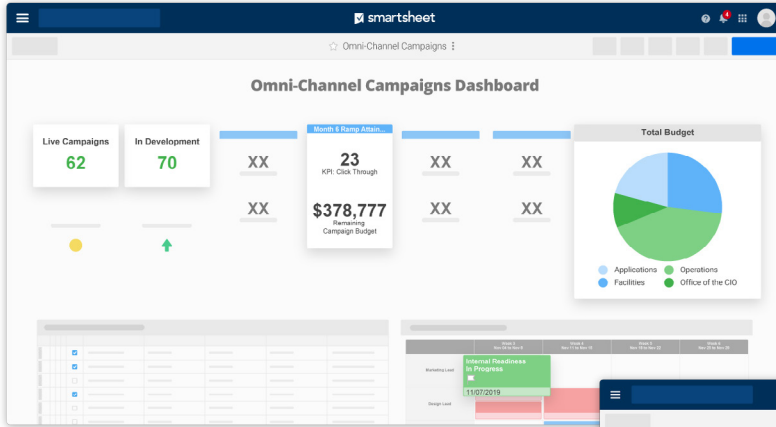
### Product Development

Plan new products from idea to execution, keeping stakeholders informed every step of the way.



### Supply Chain

Evaluate and onboard new vendors, track changes so that your entire organization has access to the approved list.



## Key Benefits



### Visibility

Self-service reports and dashboards provide real-time visibility into resources, status, and performance, so you can rapidly align operations to strategy.



### Flexible Control

Smartsheet gives you complete control to make changes or enforce structure for your collaborative work — no coding required.



### Simplicity

Smartsheet's familiar interfaces, designed for how people really work, lead to rapid and broad adoption across your organization.



### Mobile

Get real-time access to Smartsheet and seamlessly view and update data, wherever you are, with your mobile device or tablet.